

Standards for traceability, food safety and sustainable agricultural supply chains

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Food Traceability & Food Safety

“Implementing a traceability system does not, in itself, ensure food safety;

it does allow a more rapid and efficient response to food safety problems, enabling quick identification of problem sources and their location in the supply chain”*

* Asian Development Bank Institute Paper; Food Safety and ICT Traceability Systems: Lessons from Japan for Developing Countries (2009)



Food Traceability Systems

"Food traceability systems are ... becoming critical for the food industry and the public sector, as well as for consumers"

"It is expected that traceability systems will be increasingly adopted in food exporting countries as a strategy to improve competitiveness in the global food market"

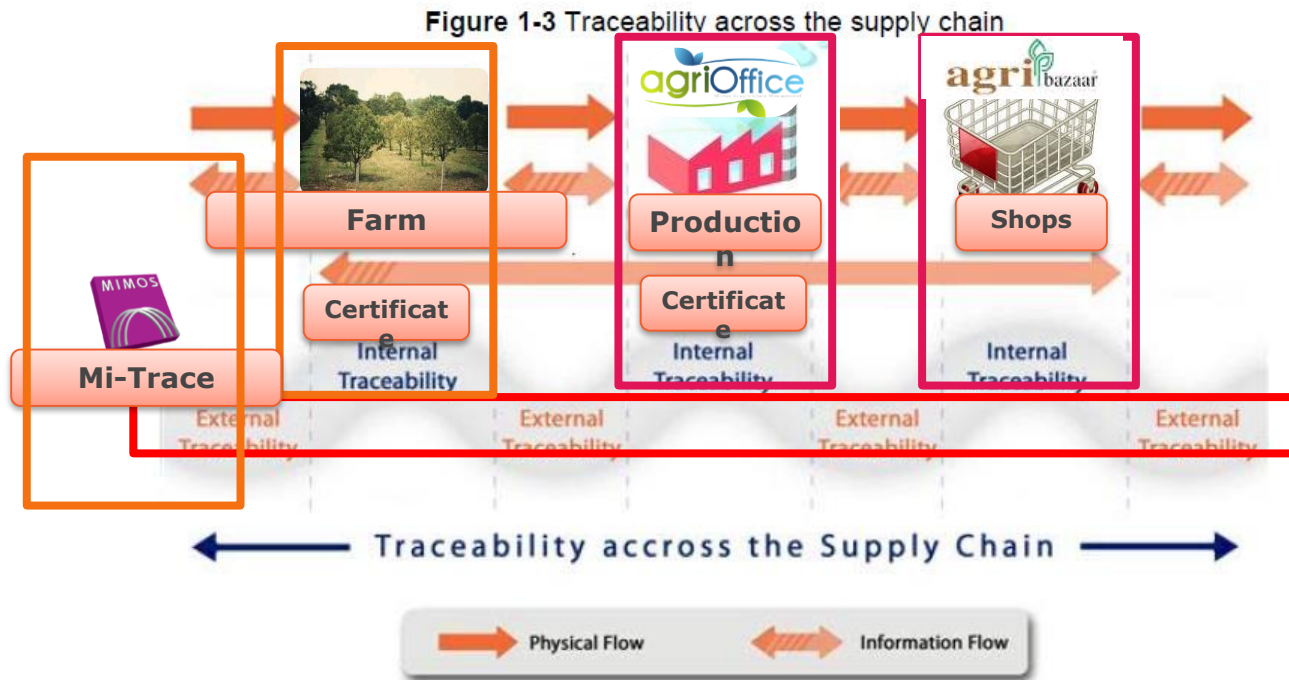
*"In order to establish a secure food chain traceability system, it is necessary to ensure consistent standards not only **within** individual organizations, but also **between** food business operators along the supply chain"*

Asian Development Bank Institute Paper; Food Safety and ICT Traceability Systems: Lessons from Japan for Developing Countries (2009)



Internal & External Traceability

Traceability within individual organizations vs. traceability between organizations



- ✓ **Note:** A traceability partner can be a grower, packer/repacker, distributor/trader, retail store or foodservice operator.

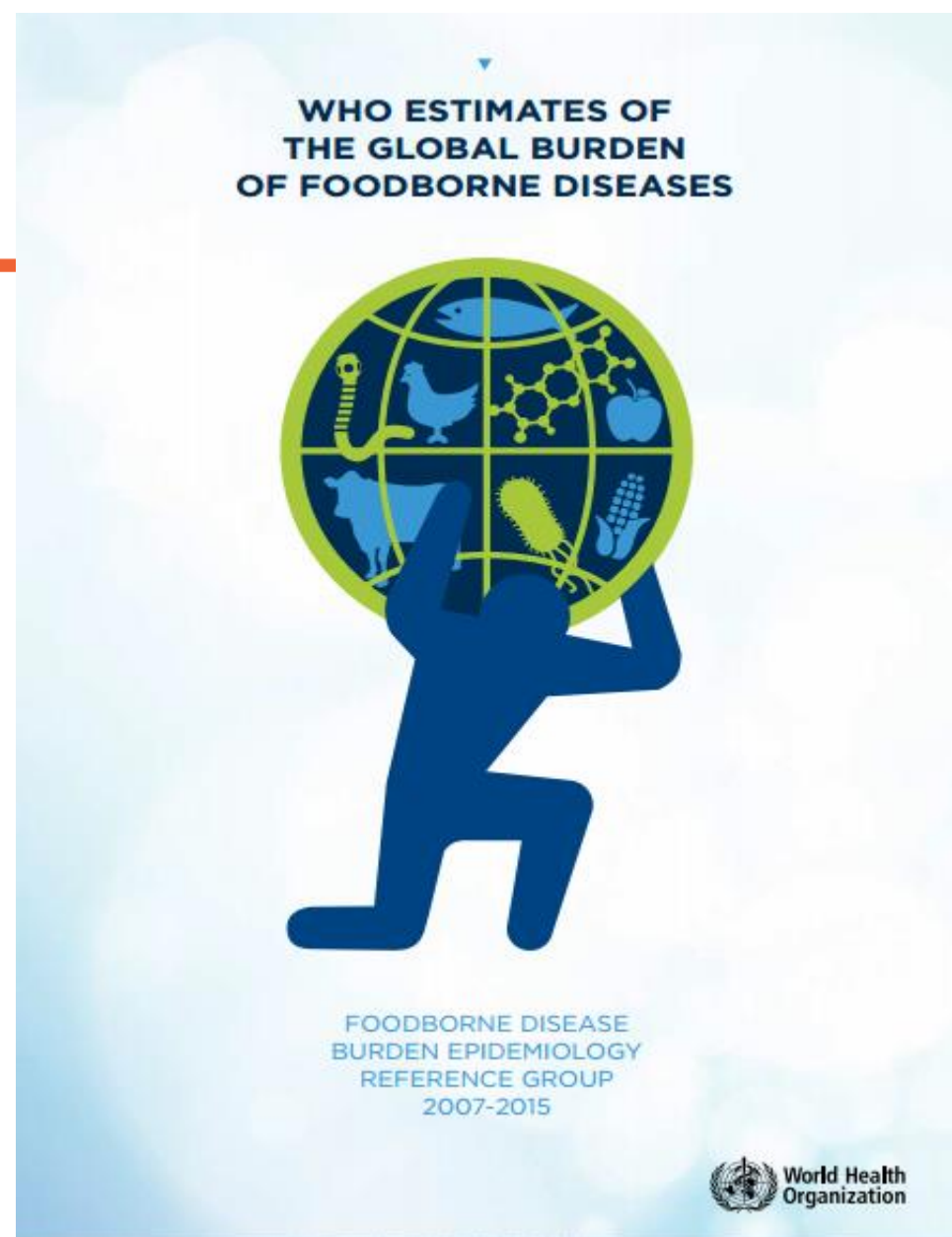
The Food Safety and the Traceability Challenge



Food Safety Incidents

It is not looking good

- Each year 600 million, or almost one in 10 people fall ill after consuming contaminated food. Of these 420.000 people die, including 125.000 children under five years, according to WHO
- WHO Southeast – Asia region has the second highest burden of foodborne disease, with more than 150 million cases and 175.000 deaths a year



The problem: What do stakeholders want?



CONSUMER

1 TRUST

Contaminations, recalls and counterfeits change **consumer perceptions** and purchasing behaviours

Want **safe, genuine** products and **trust** information on products they buy



INDUSTRY

2 RELIABILITY

Industry needs to **track, trace** and **authenticate** their products/ components from their origin

Want to make sure products they supply to consumers **are safe**



AUTHORITIES

3 COMPLIANCE

Ensure safe environment for citizens through new regulatory requirements

Products sold to consumers **must be safe**

The Context of Today's Food Supply Chain

Trends related to the food supply chain:

- **Stricter Food Safety requirements** with a number of incidents leading to more stringent requirements from customers & government
- **Food Trade Facilitation** with increasingly internationalized food supply chains and regional work towards more liberal trade environment
- **Data-Enabled Technologies** more

In the future, the food chain and the supply chain will merge.



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https://www.yunbaogao.cn/report/index/report?reportId=5_2083

