

A person in a small boat using a long pole to fish in a body of water.

Electronic Traceability and Market Access for Agricultural Trade Facilitation

Electronic traceability: the theory (part 3 of 4)

Presented by:

Gwynne Foster

g.foster@mweb.co.za

Based on materials from:

Dr Heiner Lehr

heiner@syntesa.eu

The agenda

- Traceability concepts
- Stakeholder views
- Why is traceability important?
- Traceability principles
- Implementing traceability
- Stakeholder benefits of electronic traceability
- Additional materials
 - Types of traceability systems

Local trade communities

- In a typical rural community
 - Buyers and sellers know each other
 - Farmers grow and sell their goods to local outlets and communities
 - People buy food locally
 - Food is available, food is affordable, food is fresh

Supply chains

- Supply chains bring new challenges
 - Keeping products “fresh” for longer
 - Knowing what happened during production
 - Knowing what happened during transport and storage
- Keeping track of where products came from
 - Keeping track of where products went
 - Being able to quickly find out where products are and taking relevant action if there is a problem

Each food producer is unique!

- Implementing traceability means:
 - changes to operational procedures,
 - additional records and disciplines,
 - and there could be extra costs.
- Management of companies producing and handling food must understand what traceability is and why it is important.
- Implementing traceability is not a quick one-step process! Management and staff at all levels must commit to ongoing improvements.
- Management must decide on traceability scope and priorities. This might be driven by and/or might affect trading partners.

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Traceability

- Traceability requires a food business to ...
 1. Know what traceable products were received from whom, one step back
 2. Know what happened to traceable products under control of the business
 3. Know what traceable products were sent to whom, one step forward
 4. Respond to product alerts, withdrawals and recalls by using recorded information to recreate what happened
 5. Keep vital records on the above for [x number of] years.

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