Creating a Safe Produce Food Supply

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Agenda

• What is Traceability?
• Why Is Traceability Needed?
• Industry Response
• Government Response
• Is Produce Traceable Today?
• The New Produce Traceability Model
• Q & A and Wrap Up

Food Safety vs Traceability

Food Safety
• HACCP: Hazard analysis and critical control points
• HARPC: Hazard Analysis and Risk-Based Preventive Controls
• Science based
• Documented, measurable, repeatable, processes
• Worker training & monitor execution
• Proactive

Traceability
• Maintaining lot visibility through the whole supply chain
• One step back and one step forward
• Information based
• Requires participation from each member of the supply chain
• Worker training & monitor execution
• Reactive

What is Traceability?

• Recording of the physical flow of product through the supply chain.
  – "Forward Traceability": where did you ship specific product lot numbers
  – "Backward Traceability": what is the source and lot number for every product or component.
  – "Process Traceability": what processes, equipment, packing line, and crew packed specific lot numbers
• Starts with the source and tracks product movement through various stages from harvest, receipt, processing, and packing, and shipping
• Ultimately to the store or restaurant where it was sold.

Food Safety vs Traceability

• If post harvest processing were a circus, food safety is the high wire act and traceability is the safety net.
Benefits of Traceability

- Enables electronic records
- Expedites the investigation
- Pulls tainted product faster
- Minimizes consumer sickness/death
- Minimizes implicated product
  - All growers of the commodity are not “guilty by association”
  - Keeps cleared growers product in commerce
  - Protects growers, commodity, and industry
- Improves consumer confidence

Foodborne Illnesses from Produce

US Annual Produce Consumption:
> 697 lbs. per person

Significant Produce Related Recalls:

- 2006: US, E. coli, Spinach
  - 199 illnesses and 3 deaths
- 2008: US, Salmonella, Tomatoes > Peppers
  - over 1,420 people sickened
- 2009: US, Salmonella, Peanut Butter
  - 388 people infected in 42 states
- 2011: Germany, E. coli, Spinach
  - 3,785 illnesses and 45 deaths
- 2011: US, Listeria, Cantaloupe
  - 147 illnesses and 33 deaths
- 2014: US, Listeria, Apples
  - 52 illnesses in 11 states, 7 deaths
- 2015 US, Cyclospora, Cilantro
  - 20 cases/20 states
- 2017 US, Melon,
  - 110 illnesses

Foodborne Illnesses in Produce: Breaking It Down

- 1 in 6 Americans (48 million) sick yearly
  - 128,000 require hospitalization
  - 3,000 die yearly
  - Approximately 22% of all foodborne illnesses are produce related
  - 15.8% associated with improper handling after leaving the farm
  - 6.2% associated with growing, packing, or shipping (approx. 2.8 million people per year)

Produce Industry Response

- Produce Traceability Initiative (PTI)
  - Voluntary industry initiative created in 2007
  - Formed by leading growers, retailers, and produce trade associations
  - Goal of implementing a more effective whole chain traceability process

PTI’s 7 Milestones

1. Obtain a GS1 Company Prefix
2. Assign GTINs to all the products and pack styles
3. Communicate GTINs to your buyers
4. Place Human Readable data on cases
5. Place traceability barcode data on cases
6. Read & Store INBOUND traceability data
7. Read & Store OUTBOUND traceability data

Official PTI Website
http://producetraceability.org/

PTI Case Requirements

- Each case must have a label that includes:
  - Global Trade Identification Number (GTIN) • Brand Owner • Pack style
  - Lot or Batch Number • PTI voice pick code
- Reusable Plastic Containers (RPC) label becoming the standard
  - Required by Walmart on all cases and RPCs
  - Required by Safeway, Kroger and Loblaw on all RPCs for product rotation only
  - Preferred by Whole Foods
**United States Government Response**

January 4th 2011 the Food Safety Modernization Act (FSMA) became law
- Most sweeping change in US Food Safety Law in 70 years
- Shifted focus from responding to food safety issues to preventing them
- Final regulations: 5 issued in 2015, remaining 2 in 2016
- Enforcement phased in over 2-4 years

[http://www.fda.gov/food/guidanceregulation/fsma/default.htm](http://www.fda.gov/food/guidanceregulation/fsma/default.htm)

**Canadian Government Response**

November 22, 2012 the Safe Food for Canadians Act became law
- Covers food products imported, exported, or traded between provinces
- Focus
  - Stronger food safety rules
  - More effective inspections
  - Commitment to service
  - More information for consumers
- Planned enforcement phased in over 2 years

[http://www.inspection.gc.ca/food/action_plan/overview/eng/1366942606753/1366942771883](http://www.inspection.gc.ca/food/action_plan/overview/eng/1366942606753/1366942771883)

**Is produce traceable today?**

**NO**

Not unless it is purchased from a participating retailer

**Today’s Retail Leaders in Traceability**

- Walmart
- Whole Foods
- Publix
- State Bros.
- Delhaize America
- United Supermarkets
- Aldi

**Today’s Reality**

- Most retailers have not adopted PTI
  - No case traceability labeling required
- Most traceability data is lost between the distribution center and the store
- Most high volume grower-shippers are providing case traceability to some customers
- A majority of growers will not implement case traceability until required by customers or law

**Foodborne Illness Incident**

**Foodborne Illness Outbreak Locations**

- Boulder, CO – Dan’s Ranch Market
- Seattle, WA – Super Produce Market
- San Francisco, CA – Fresh Hills Market
Finding the Common Link

Suspected Commodities
- Eggs
- Tomatoes
- Green Onions
- Bagged Salad

Victims
- Aaliyah
- Eliza
- Jonathan
- Mateo
- Veronica

Where was the bagged salad purchased?
- Boulder, CO – Dan’s Ranch Market
  - Jonathan and Aaliyah
- Seattle, WA – Super Produce Market
  - Veronica
- San Francisco, CA – Fresh Hills Market
  - Eliza and Mateo

Current FDA Process

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The New Produce Traceability Model

The New Produce Traceability Model
What Can I Do?

• **Food Product Company Leaders**
  – Create a culture of food safety from the top down!
  – Learn about and embrace case traceability labeling to protect consumers and your business

• **Food Safety Personnel**
  – Get management on board and start using a traceability system for case labeling
  – Utilize case traceability labeling in mock recalls to prove value

• **Consumers**
  – Let the produce manager know traceability is important to you
  – Vote with your dollars, avoid buying from retailers without case traceability

For more details...

All attendees can get a free copy of my book
Or download a free e-book of *Produce Traceability For Dummies* at your convenience

www.redlineforproduce.com

Questions?

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