

Creating a Safe Produce Food Supply

International Conference on
Fresh-Cut Produce
September 16, 2015



Todd Baggett

CEO RedLine Solutions
Co-Chair of the PTI Technology Working Group
Author of *Produce Traceability for Dummies*










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

- If post harvest processing were a circus, food safety is the high wire act and traceability is the safety net.

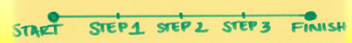
Food Safety vs Traceability


<p>Food Safety</p> <ul style="list-style-type: none"> • 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 	<p>Traceability</p> <ul style="list-style-type: none"> • 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.





Benefits of Traceability

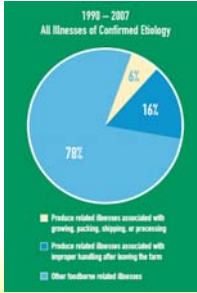
- Enables electronic records
- Expedites the investigation
- Pulls tainted product faster
- Minimizes consumer sickness/death
- Minimizes implicated product
 - All growers of the commodity are not “guilty by association”
 - Keeps cleared growers product in commerce
 - Protects growers, commodity, and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


7

Foodborne Illnesses in Produce: Breaking It Down

- 1 in 6 Americans (48 million) sick yearly ¹
- 128,000 require hospitalization
- 3,000 die yearly
- Approximately 22 % of all foodborne illnesses are produce related ²
- 15.8% associated with improper handling after leaving the farm
- 6.2% associated with growing, packing, or shipping (approx. 2.9 million people per year)



1. CDC estimates <http://www.cdc.gov/foodbornediseases/2011/foodborne-estimates.html>
2. Alliance for Food & Farming, “Analysis of Produce Related Foodborne Illness Outbreaks” Jan. 2010. <http://www.foodandfarming.info/wp-content/uploads/2012/09/Analysis-of-Foodborne-Illness-2008-Revised.pdf>





9

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*, Sprouts
– 3,785 illnesses and 45 deaths
- 2011: US, *Listeria*, Cantaloupe
– 147 illnesses and 33 deaths
- 2014: US, *Listeria*, Apples
– 32 + illnesses in 11 states, 7 deaths
- 2015 US, *Cyclospora*, Cilantro
– 495 cases/30 states


10

Produce Industry Response

- Produce Traceability Initiative (PTI)
 - Voluntary industry initiative created in 2007
 - Formed by leading growers, retailers, and produce trade associations¹
 - Goal of implementing a more effective whole chain traceability process



1. <http://www.produceTraceability.org/participating-companies/>




10

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/>



11

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 Loblav on all RPCs for product rotation only
 - Preferred by Whole Foods

12

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>

13



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>

14



Is produce traceable today?

NO

Not unless it is purchased from a participating retailer

15



Today's Retail Leaders in Traceability



16



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

17



Foodborne Illness Incident




Foodborne Illness Outbreak Locations

- Boulder, CO– Dan's Ranch Market
- Seattle, WA– Super Produce Market
- San Francisco, CA– Fresh Hills Market

18




Finding the Common Link



Suspected Commodities


- Eggs
- Tomatoes
- Green Onions
- Bagged Salad**



Victims

- Aaliyah
- Eliza
- Jonathan
- Mateo
- Veronica

Note: Lines connect Bagged Salad to Aaliyah, Eliza, Jonathan, Mateo, and 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

Dan’s Ranch Market		Super Produce Market	
Salads	Lot #	Salads	Lot #
Frank’s Fresh Salads	?, 753, ?	United Green Produce	594, ?, ?
Anne’s Salads	396, 207, ?	Martin’s Salads	275, ?, 593
Sliced Salad Co.	232, ?, ?	Sliced Salad Co.	?, ?, 742


Fresh Hills Market	
Salads	Lot #
Leafy Produce Co.	?, 846, ?
Steve’s Fresh Greens	387, ?, ?
Sliced Salad Co.	?, ?, 694



Future FDA Process

Dan’s Ranch Market		Super Produce Market	
Salads	Lot #	Salads	Lot #
Frank’s Fresh Salads	345, 753, 246	United Green Produce	594, 382, 378
Anne’s Salads	396, 207, 936	Martin’s Salads	275, 736, 593
Sliced Salad Co.	232, 664, 742	Sliced Salad Co.	453, 232, 742

Fresh Hills Market	
Salads	Lot #
Leafy Produce Co.	159, 846, 293
Steve’s Fresh Greens	387, 194, 632
Sliced Salad Co.	859, 232, 694



The New Produce Traceability Model

Inbound Receiving

Pallet Consolidation

- Build Mixed
- Scan case GTIN/Lot label
- Print SSCC Pallet Tag

Full Pallets

Calli Flame Grapes Lot 15

BC Fuji Apples Lot 123

BC Peppers Lot Z159


Mixed Pallets

Hybrid Pallet Tag

Shipping


- Link cases to O/B pallet
- Link pallet to Order
- Link GTIN/Lot Info to Invoice and BOL



Store Delivery Order A20



The New Produce Traceability Model

Case Level



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



25

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



26

Questions?



27

Contact information

- **Todd Baggett**, CEO, RedLine Solutions
 - tbaggett@redlinesolutions.com
 - 408.562.1700
 - www.linkedin.com/in/traceabilitytodd

Produce Traceability for Dummies free book request
www.redlineforproduce.com



28