



Food Safety, Defense,  
and Transportation  
Initiatives: Produce  
Perspective

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# Broad Landscape

- Industry Coordination
- Other commodity efforts
- Leafy Greens Marketing Agreement
- Government hearings, legislation
- Center for Produce Safety
- Produce Traceability Initiative



# Industry Coordination

- Common desires
  - Federal oversight that applies to domestic/imports
  - Commodity-specific, based on risk and science
- Ideas on right path
  - USDA
  - FDA
- Coordinating efforts



# Leafy Greens Marketing Agreement

- Important first step
- California, Arizona adopt
- USDA seeks input on similar federal effort



# Other Commodity Efforts

- Tomatoes
  - Industry commodity-specific guidance
  - Regulatory efforts in FL, CA
- Mushrooms
  - Research and promotion order
  - Adding food safety component
- Almonds
  - Pasteurization in its regulatory scheme



# Government hearings, legislation

- DeLauro, Hort Committee hearings
- Harkin legislation
- Durbin, Costa/Putnam legislation
- FDA traceability meetings/hearings
- FDA's Tomato and Lettuce Safety Initiatives



# Center for Produce Safety

- Focus
- Founded after spinach crisis
- Research funder
- Research clearinghouse
- Training
- PMA commitment – funds, staff assistance
- Broad range of participants, funders



# Produce Traceability Initiative

- Sponsored by PMA, CPMA, UFPA
- 41 participating companies including:
  - 9 foodservice companies
  - 13 retailers
  - 19 grower-shippers
- 6 additional participating trade associations
  - FMI, NGA, NRA, IFDA, CCGD, CHC
- Five meetings in 2008, resulting in an Action Plan





# Endorsed by 39 Organizations as of 11-3-08

Amerifresh	Ballantine	C.H. Robinson	Consumers Produce
Domex Superfresh	Driscoll's	Duda Farm Fresh Foods	Food Services of America
Food Lion	Fresh Express	Fresh Innovations	Friedman's Freshmarkets
Frontera Produce	H-E-B	Int'l Foodservice Distributors Assn.	Kroger Co.
L&M Companies	Liberty Fruit	Mann Packing	Mastronardi Produce
National Grocers Association	Naturipe Farms	Oppenheimer	Pandol Brothers



# Endorsed by 39 Organizations as of 11-3-08

Pro*Act	Procacci Brothers	Produce Marketing Assn.	Safeway
Schnuck Markets	SUPERVALU	Sysco	Tanimura & Antle
Taylor Farms	Tom Lange Co.	U.S. Foodservice	UniPro Foodservice
United Fresh Produce Assn.	Wal-Mart Stores	Wegman's Food & Pharmacy	



# Initiative mission

To create an Action Plan for the produce industry to adopt an effective whole chain traceability program by incorporating the use of common standards to serve as the linkage between internal traceability programs.



# Resulting work

- More than 50 reps at each of five meetings
- Agreed on using GS1 as standard
- Agreed on a means of public declaration
- Agreed on the formation of best practices
- Agreed on timelines and milestones



# Resulting work

- Agreed on creation of Best Practices
- Will create a dedicated website
- Continue conversations on item level
- Begin education and outreach



# The GS1 standards

- Used in 145 countries worldwide, by more than 2 million companies in over 25 industries
- Has standards for:
  - Product identification (e.g. UPC, GTIN)
  - Asset identification (e.g. AIN)
  - Location identification (e.g. GLN)
- Already used by every retail operation using a UPC on packaged goods



# Traceability Definitions

- Internal Traceability = data/processes companies use within their own operations to track/trace
- External Traceability = the data exchange and business processes that take place between trading partners to track/trace product
- Whole-Chain Traceability = Internal + External traceability



# What is being asked of industry

1. Brand owners get GS1 Company Prefix: **Q1 2009**
2. Brand Owners assign 14-digit GTINs to all case configurations: **Q1 2009**
3. Brand Owners provide and maintain their GTINs (and corresponding data) to their buyers: **Q3 2009**
4. Case packers provide human-readable information on each case (GTIN and Lot #): **Q3 2010**





# What is being asked of industry

5. Case packers encode GTIN and Lot # in a GS1-128 barcode and human readable format using a standard case label: **Q3 2010**
6. Case handlers must read and store the GTIN and Lot # for inbound cases: **2011**
7. Case handlers must read and store the GTIN and associated Lot # for outbound cases: **2012**

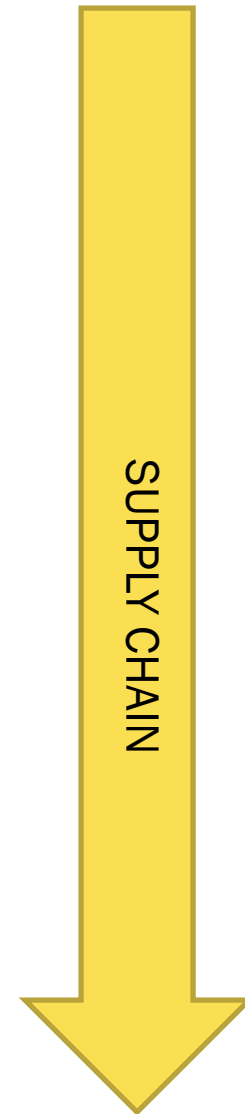
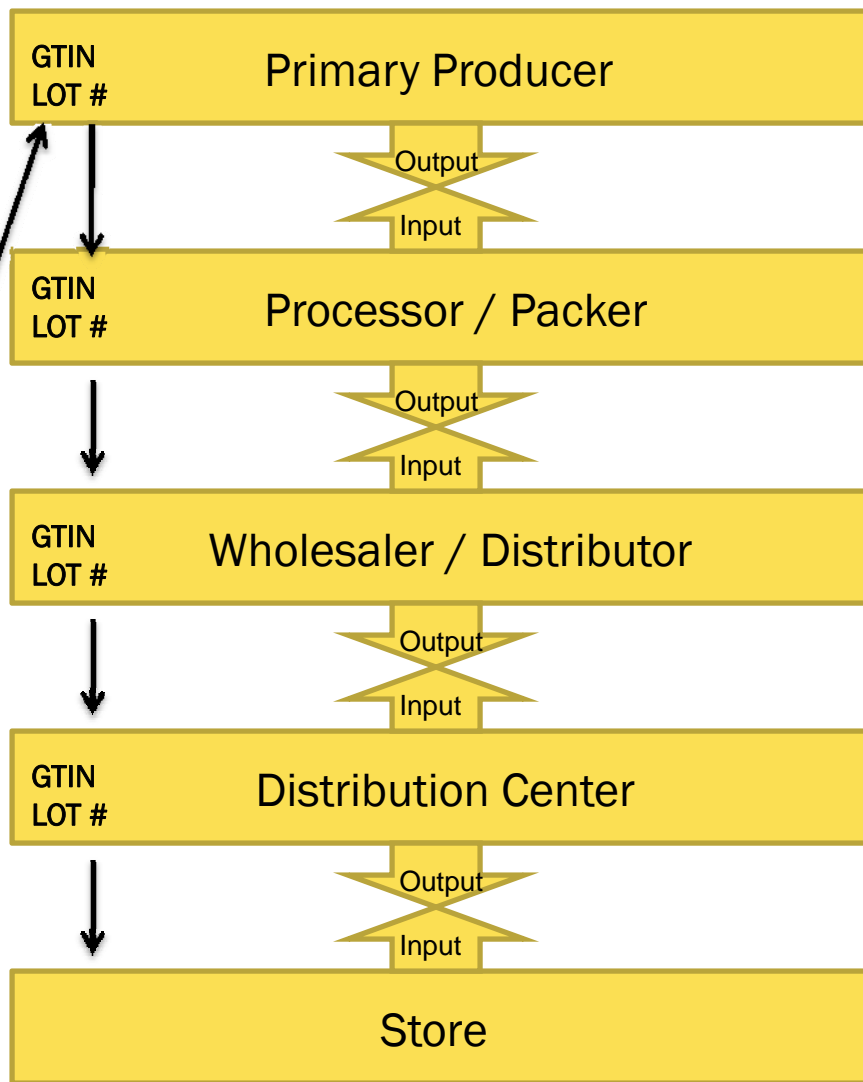


# One-up, one-back



1. Case ID (GTIN):  
10577343123457

2. Lot #:  
267A1156



# Additional assistance

- Best Practices:
  - Synchronization – communicating GTIN information between buyer and seller
  - Case labeling – what information is in human readable, what is in the barcode, what is the layout of the label, etc.
  - Pallet labeling – using a ‘hybrid pallet label,’ using the ASN, both for inbound receiving and capturing inbound case information
  - Outbound scanning – how to address capturing outbound case information



# Additional assistance

- Webinars
- Regional trade association conferences
- Sponsoring trade association events
- Broadcasts
- Roadshows
- Media
- Produce Traceability Initiative website
- Templated presentations available



# Summary

- Produce industry committed to traceability
- Adherence to Bioterrorism Regulations' one-step-up, one-step-down a must
- Sponsoring trade associations continue to pursue working with FDA for industry input
- Epidemiology + Traceability, enhancements needed for both
- Multi-year effort to enhance traceability



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