Food Safety, Defense, and Transportation Initiatives: Produce Perspective

December 2008

Lee Mannering

Produce Marketing Association
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

<table>
<thead>
<tr>
<th>Amerifresh</th>
<th>Ballantine</th>
<th>C.H. Robinson</th>
<th>Consumers Produce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domex Superfresh</td>
<td>Driscoll’s</td>
<td>Duda Farm Fresh Foods</td>
<td>Food Services of America</td>
</tr>
<tr>
<td>Food Lion</td>
<td>Fresh Express</td>
<td>Fresh Innovations</td>
<td>Friedman’s Freshmarkets</td>
</tr>
<tr>
<td>L&amp;M Companies</td>
<td>Liberty Fruit</td>
<td>Mann Packing</td>
<td>Mastronardi Produce</td>
</tr>
<tr>
<td>National Grocers Association</td>
<td>Naturipe Farms</td>
<td>Oppenheimer</td>
<td>Pandol Brothers</td>
</tr>
</tbody>
</table>
### Endorsed by 39 Organizations as of 11-3-08

<table>
<thead>
<tr>
<th>Organization</th>
<th>Endorsement</th>
<th>Endorsement</th>
<th>Endorsement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pro*Act</td>
<td>Procacci Brothers</td>
<td>Produce Marketing Assn.</td>
<td>Safeway</td>
</tr>
<tr>
<td>Schnuck Markets</td>
<td>SUPERVALU</td>
<td>Sysco</td>
<td>Tanimura &amp; Antle</td>
</tr>
<tr>
<td>Taylor Farms</td>
<td>Tom Lange Co.</td>
<td>U.S. Foodservice</td>
<td>UniPro Foodservice</td>
</tr>
<tr>
<td>United Fresh Produce Assn.</td>
<td>Wal-Mart Stores</td>
<td>Wegman’s Food &amp; Pharmacy</td>
<td></td>
</tr>
</tbody>
</table>
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
Lee Mannering
Produce Marketing Association
302-738-7100
lmannering@pma.com