



FROM **FARM-TO-FORK**: THE CHANGING LANDSCAPE OF **FOOD** **TRACEABILITY** IN **FOODSERVICE** **OPERATIONS**

PRESENTED BY
DR. KEVIN R. ROBERTS, PHD
PROFESSOR & INTERIM DEPARTMENT HEAD
KANSAS STATE UNIVERSITY

MEET OUR PRESENTER



**DR. KEVIN ROBERTS,
PhD**

PURPOSE

This webinar will discuss the traceability systems in foodservice operations and why you should consider investing in your traceability system.



OBJECTIVES

1. Define global food system traceability, particularly related to foodservice operations.
2. Discuss the importance of a sound food traceability system in supporting your overall food safety program.
3. Review changes in the environment that are driving traceability initiatives.
4. Discuss recommendations for implementation of traceability programs in foodservice operations.

WHAT IS FOOD TRACEABILITY?

“The ability of foodservice partners to quickly verify the history, location, and usage of product, resulting from coordinated efforts of trading partners to collect and maintain product information that supports batch/lot or serial number visibility of the product’s movement through the distribution channel.”

(Tokar & Swink, 2018, p. 3)





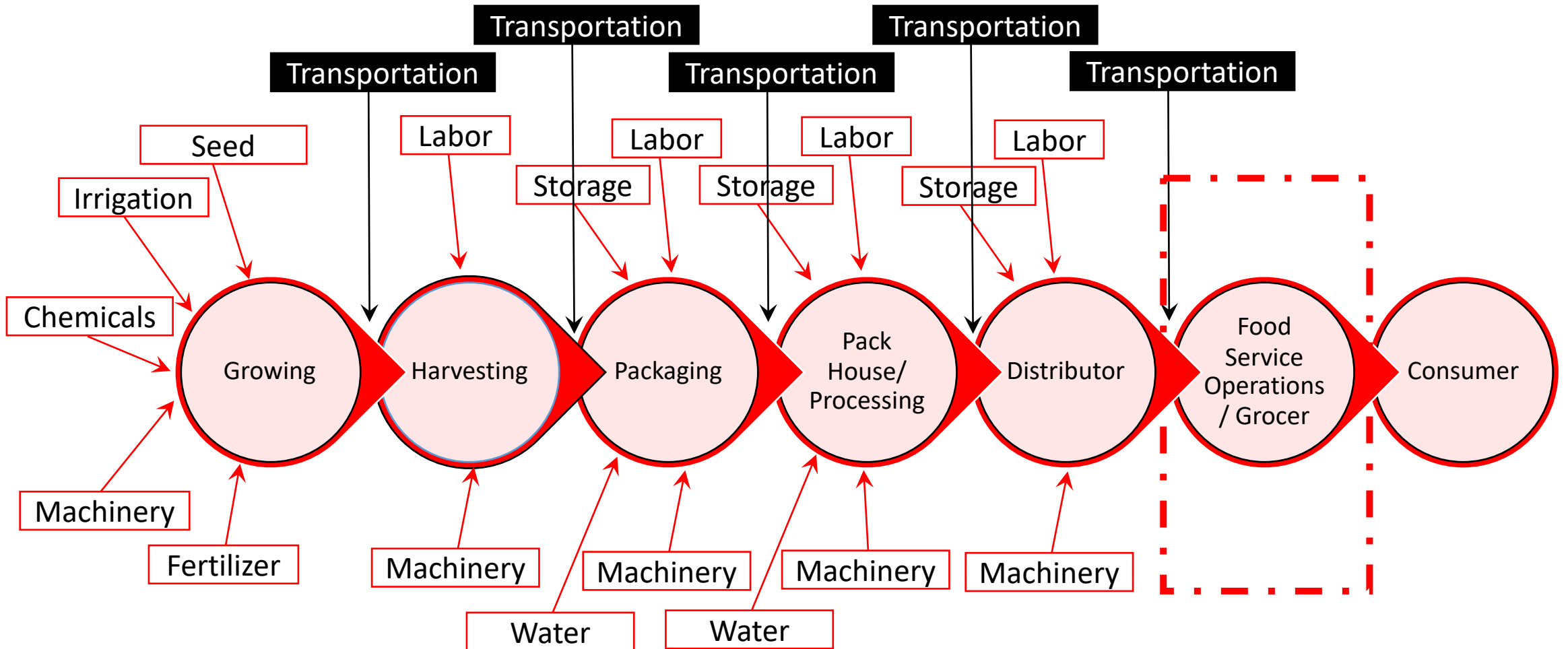
**Food Traceability
& your Risk
Management
Program** go hand-
in-hand.

POLL QUESTION

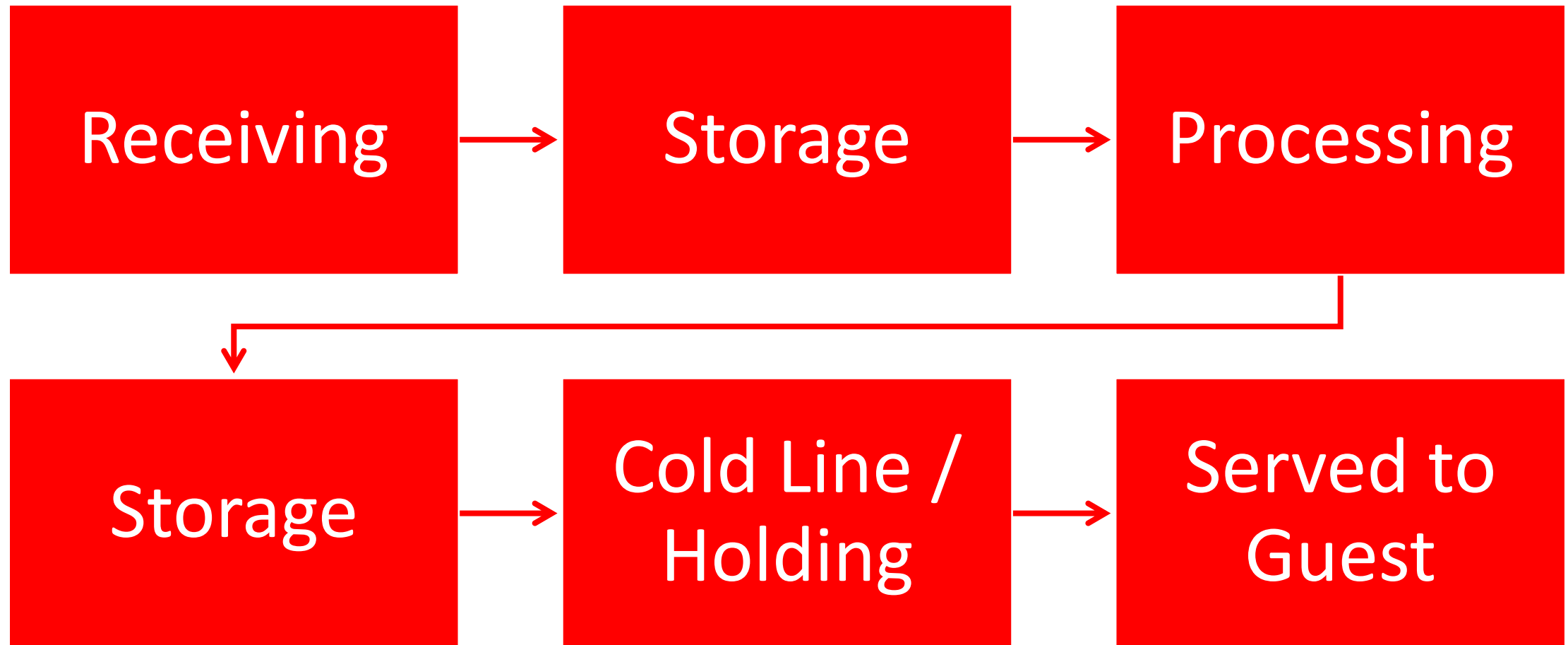
How would you define the traceability system in your operation?

- A. Fully implemented
- B. Partially implemented
- C. On paper, but not yet implemented
- D. We've thought about it
- E. Non-existent

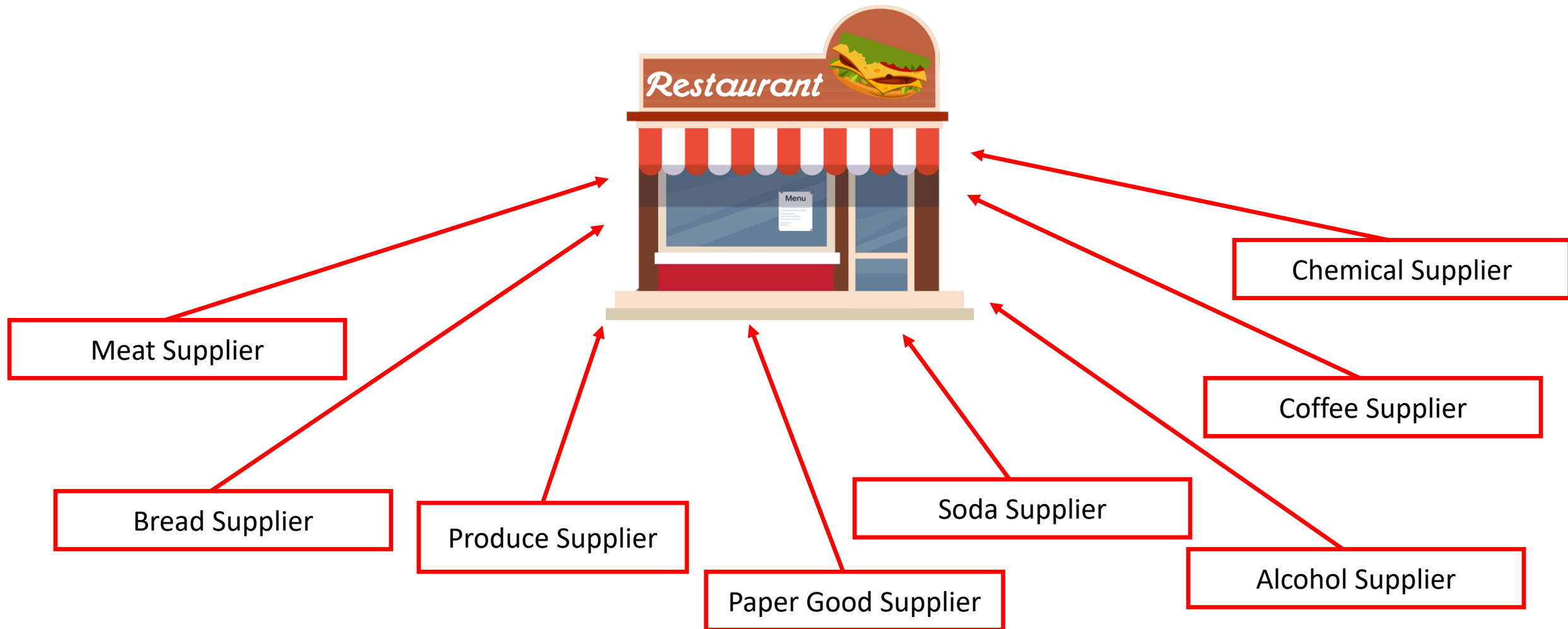
LIFE CYCLE OF FRESH LETTUCE



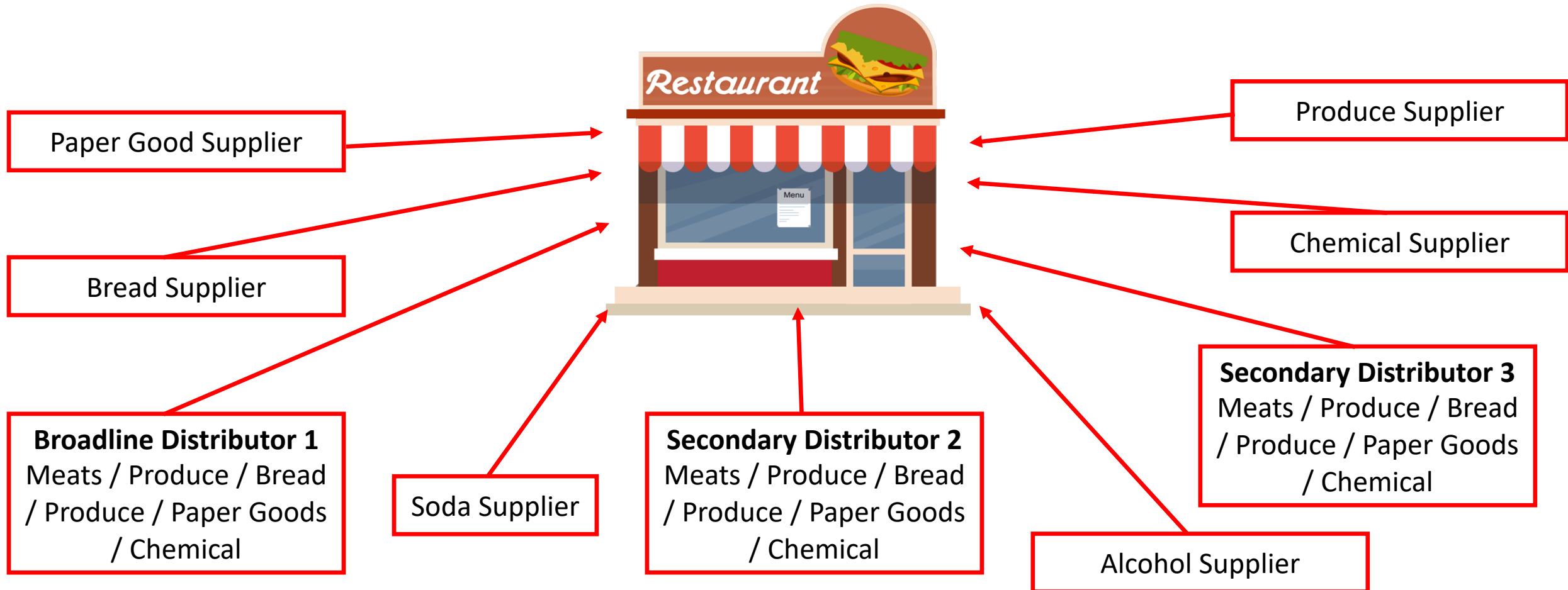
LIFE CYCLE OF FRESH LETTUCE



RESTAURANT SUPPLY CHAIN



RESTAURANT SUPPLY CHAIN



FORWARD AND BACKWARD TRACEABILITY



FORWARD AND BACKWARD TRACEABILITY



Producer



Processor/
Manufacturer



Distributor/
Wholesaler



Foodservice/
Grocery Store



End User

Forward Traceability

Backward Traceability

POLL QUESTION

If a customer wanted to know the source of a chicken tender that you just served him/her, would you be able to trace that product back to the supplier?

- A. Yes
- B. No

WHOLE CHAIN TRACEABILITY



Producer



Processor/
Manufacturer



Distributor/
Wholesaler



Foodservice/
Grocery Store



End User

Traceability across the supply chain

WHY IS TRACEABILITY IMPORTANT?

1. Improve response time.



2. Reduce contamination and ultimately disease outbreaks.



3. Competitive advantage



WHAT IS DRIVING CHANGES IN FOOD TRACEABILITY?

Regulatory Activity

- The New Era of Smarter Food Safety
 1. Tech-enabled Traceability
 2. Smarter Tools and Approaches for Prevention and Outbreak Response
 3. New Business Models and Retail Modernization
 4. Food Safety Culture



WHAT IS DRIVING CHANGES IN FOOD TRACEABILITY?

- Technology
 - Blockchain



BLOCKCHAIN TECHNOLOGY



Producer



Processor/
Manufacturer



Distributor/
Wholesaler



Foodservice/
Grocery Store



End User

Traceability across the supply chain

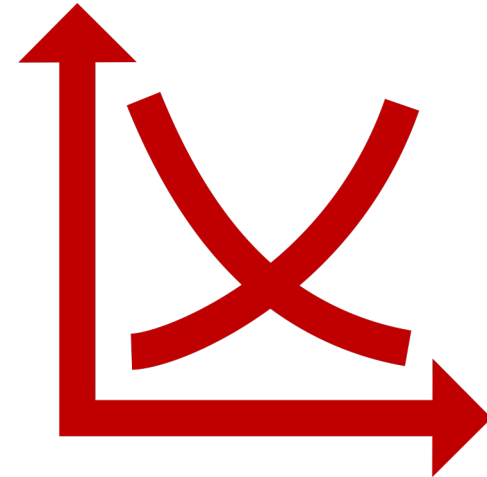
BLOCKCHAIN TECHNOLOGY



WHAT IS DRIVING CHANGES IN FOOD TRACEABILITY?

Consumer Demand

- Demand greater transparency
- Demand proof of organic, locally-sourced claims
- Assurance of safety



US FOOD SUPPLY AND WHOLE CHAIN TRACEABILITY



- A Department of Health and Human Services study found only 5 of 40 products were traceable through the entire supply chain.
 - 59% of the food facilities did not meet FDA's requirements to maintain records about their sources, recipients, and transporters.
 - 25% of the food facilities were not aware of FDA's records requirements.
 - 2009 study, before the FDA Food Safety Modernization Act was signed into law
- The U.S. lacks a harmonized system of traceability from farm to fork.

FOODSERVICE OPERATIONS

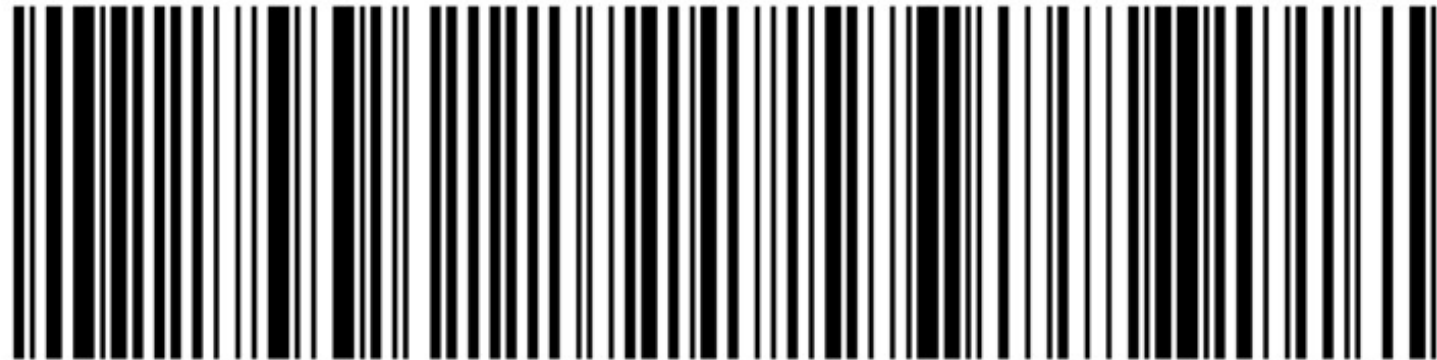
- Out of 101 food service operators surveyed, 56% indicated they could verify sources and locations of product at the batch/lot serial number level.
 - However, over 30% said it would take one to two days or more to do so.
- Only 55% of schools reported having a complete traceability system within the school itself.
- Many chain restaurant operations have implemented traceability systems within their individual units.

FOODSERVICE GS1-128 BARCODE



- Voluntary, collaborative industry effort to address supply chain inefficiencies.

GS1-128



(01)10847976000040(13)191120(10)ABC1234

FoodLogiQ GTIN	Packaging Date	Batch/Lot
(01) unique product identifier	(13) YYMMDD	(10) lot identifier

Numbers in parenthesis denote the Application Identifier (AI)



GS1 STANDARDS

(YES... WE'RE TALKING
ABOUT BARCODES)



(01)308251937283746 (17)160801 (10)000405F302



NEW ERA OF SMARTER FOOD SAFETY

FDA's Blueprint for the Future

WHAT THIS MEANS FOR FOODSERVICE OPERATORS



- FDA's New Era of Smarter Food Safety initiative goal is to achieve end-to-end traceability – from source to table.
- The FDA has proposed a compliance date of two years following the final regulation.
- Low- or No-Cost Tech-Enabled Traceability Challenge as part of the America COMPETES Reauthorization Act of 2010 (COMPETES Act).
 - Challenge time period, June 1, 2021 – July 30, 2021

WHY INVEST?

- Reduced recall costs
- Comply with legislation
- Mitigate food safety risks
- Modernize your inventory control systems.
- Consumers are expecting it.
 - Strengthen brand



POLL QUESTION

Why would you consider investing in food traceability?

- A. Reduced recall costs
- B. Mitigate food safety risks
- C. Modernize your inventory control systems.
- D. Consumers are expecting it.

GETTING STARTED...

- Commitment and communication
- Focus on partnerships with your suppliers
- Understand your own production system and be able to trace food internally.
- Don't try to do everything at once, focus on one thing to get started.

QUESTIONS?



CERTIFICATES



COMPLETED



Certificates will be emailed out within 5-7 business days, following today's webinar.

WEBINAR RESOURCE



For more information about our webinars and registration:

← → ↺ foodhandler.com/education-training/ ☆



JOIN US FOR FUTURE WEBINARS!



2021 WEBINARS

September 15, 2021

- *Using Stories to Change Behaviors of Foodservice Employees*
- Dr. Kevin Sauer, PhD, RDN, LD, FAND

November 17, 2021



Each is preapproved for 1 hour of Continuing Education Credit by the School Nutrition Association (SNA) and the Certifying Board for Dietary Managers (CBDM)

FOODHANDLER FOOD SAFETY RESOURCES

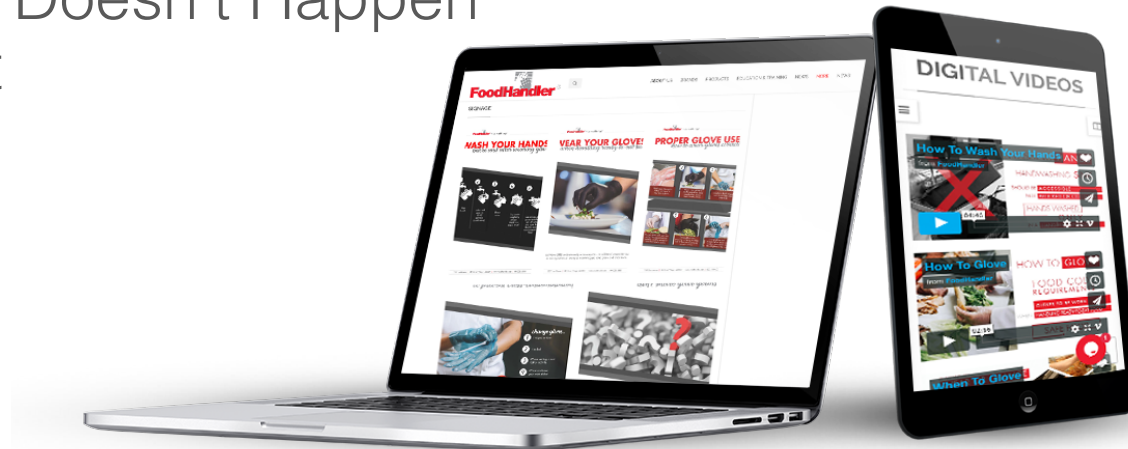


Downloads

- Restaurant Re-Opening Guidelines
- Daily Temperature Logs
- Temperature Chart For Safe Food
- Refrigerator Storage Chart
- Food Safety Doesn't Happen By Accident

Videos

- Handwashing
- Why To Glove
- When To Glove
- How To Glove



FOODHANDLER FOOD SAFETY RESOURCES

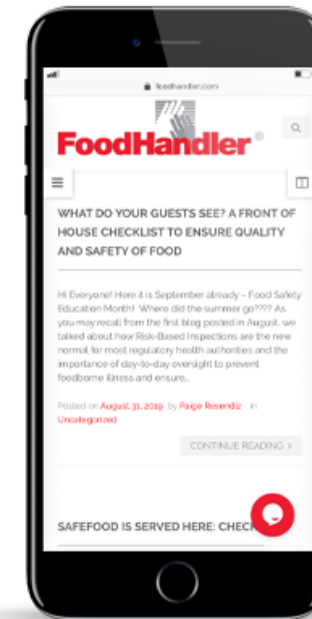


Past Blogs

- Emergency Preparedness
- Hand Hygiene
- Reopening Best Practices
- Allergies in Foodservices
- Identifying a Foodborne Illness

Upcoming Blogs

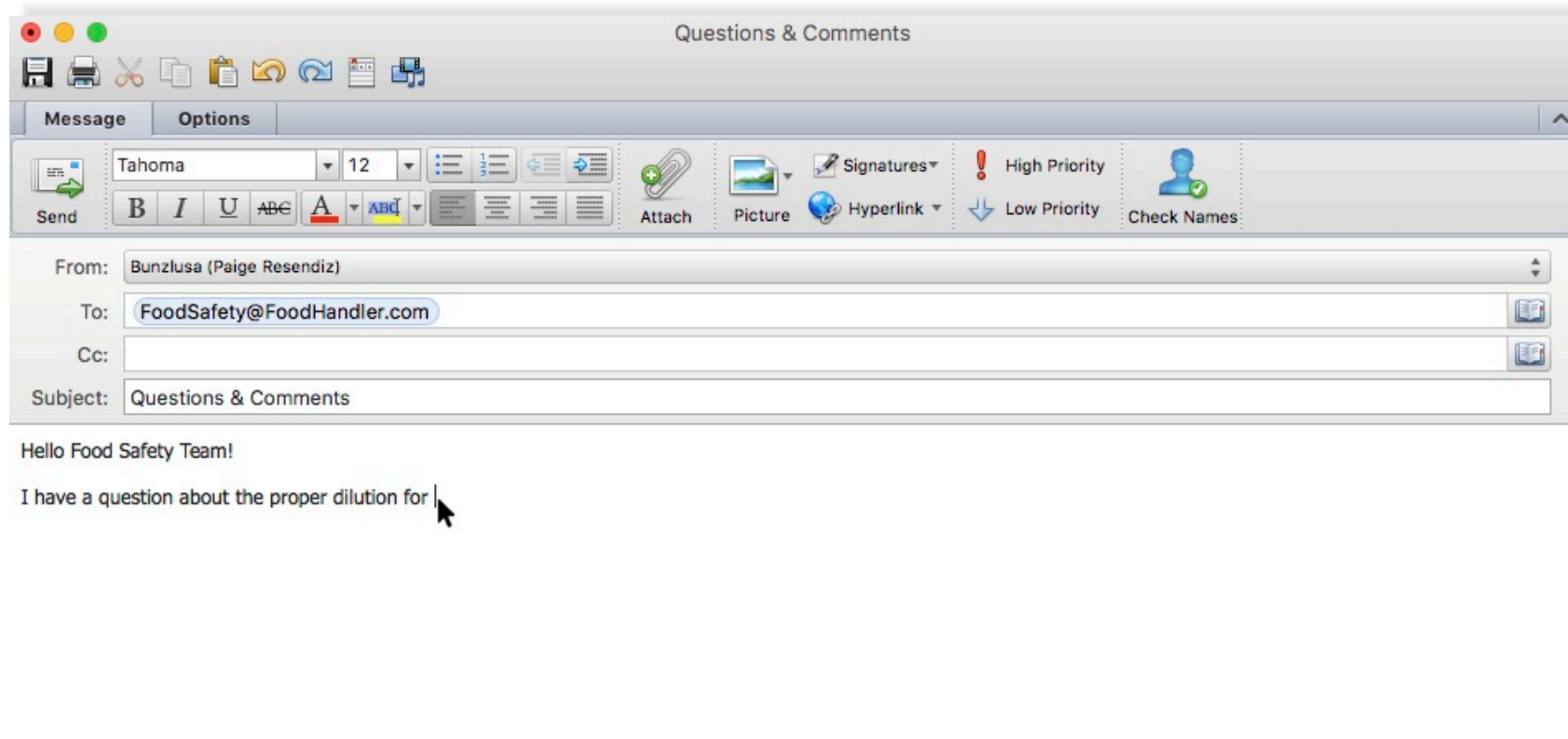
- Holiday Food Safety



FOODHANDLER FOOD SAFETY RESOURCES



Please send us your questions or comments at:
FoodSafety@foodhandler.com



THANK YOU FOR JOINING US!



QUESTIONS?



CERTIFICATES



COMPLETED



Certificates will be emailed out within 5-7 business days, following today's webinar.

WEBINAR RESOURCE



For more information about our webinars and registration:

← → ↺ foodhandler.com/education-training/ ☆



FOODHANDLER FOOD SAFETY RESOURCES

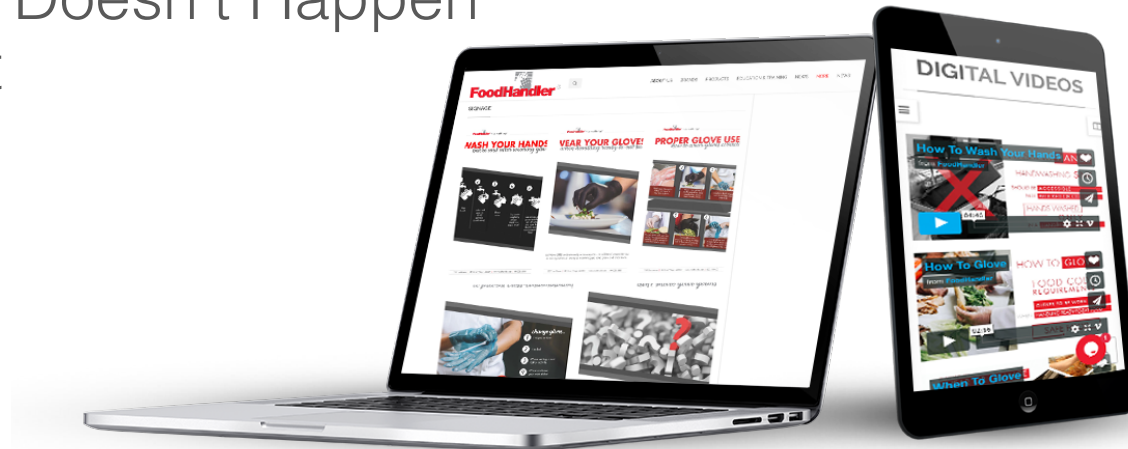


Downloads

- Restaurant Re-Opening Guidelines
- Daily Temperature Logs
- Temperature Chart For Safe Food
- Refrigerator Storage Chart
- Food Safety Doesn't Happen By Accident

Videos

- Handwashing
- Why To Glove
- When To Glove
- How To Glove



FOODHANDLER FOOD SAFETY RESOURCES

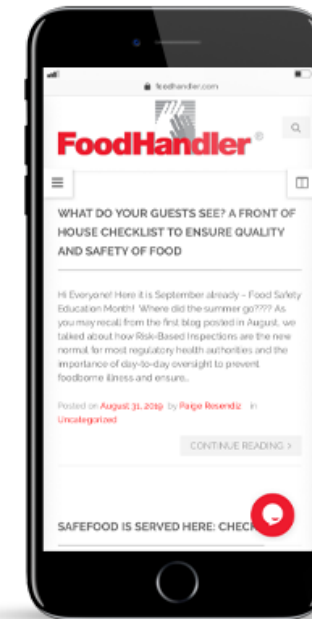


Past Blogs

- Emergency Preparedness
- Hand Hygiene
- Reopening Best Practices
- Allergies in Foodservices
- Identifying a Foodborne Illness
- Holiday Food Safety

Upcoming Blogs

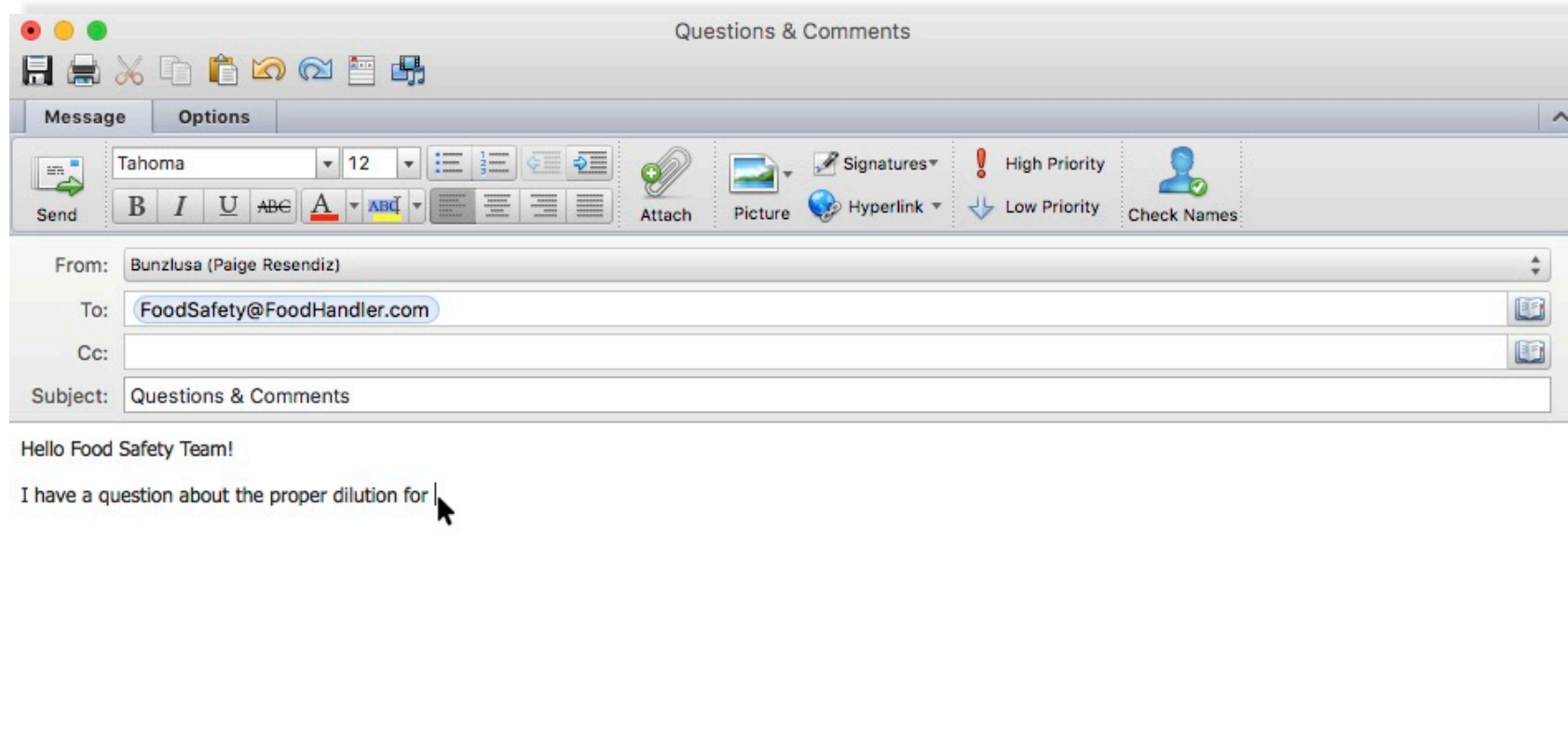
- Pathogens and the threat to Food Safety



FOODHANDLER FOOD SAFETY RESOURCES



Please send us your questions or comments at:
FoodSafety@foodhandler.com



THANK YOU FOR JOINING US!

