

**Product Identification and**  
**TRACEABILITY in the**  
**Meat supply chain.**

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# TRACEABILITY

- The definition of TRACEABILITY is the ability to trace and follow a food, feed, food-producing animal or substance intended to be, or expected to be incorporated into a food or feed, through all stages of production, processing and distribution.

# TRACEABILITY

- Based on the “FARM TO FORK” concept the EU following their cases of BSE and FMD is insisting on traceability. All these shall be electronically documented and established at all stage of production, processing and distribution.

# TRACEABILITY

- Throughout the meat industry there has been a growing need for the ability for producers and processors to provide evidence of food safety (product) traceability to consumers. Consumers world wide now have an expectation that retailers are able to identify the origin of the food they market.

# TRACEABILITY

- The growing pressure from consumers has forced the need for a review of the concepts and methods available to provide this evidence of traceability. This review of the industry has highlighted the concept of supply chain management and the importance of correct and cost efficient product identification through the supply chain.

# ADOPTION OF TRACEABILITY

- Traceability has been implemented in a number of specific food segments like beef, meat, poultry, fish, fresh produce etc. and the guidelines exist, and are under development for other processed foods by UNECE, EU Commission, etc. (e.g. EU General Food Law Regulation 178/2002 under Article 18 and the Revised General Product Safety Directive (2001/95/EC) adopted by European Parliament & Council).

# ADOPTION OF TRACEABILITY

- It is therefore practical to implement traceability. EAN International works closely in development of business processes for different food segments and provides application guidelines for implementation of the traceability

# PRODUCT RECALL

- Traceability is desirable world over since it would enable selective recall (and not full recall across the globe) and arrest brand value loss prior to extensive damage to reputation of country/supplier. From Govt./Industry standpoint, traceability is therefore important to pursue for damage control in event of product recall.

# Elements of Traceability in Meat Supply Chain

- Birth ID, Property of Origin and veterinary/feeding history records.
- Transport/back grounding/feedlot ID and tracking records.
- Slaughter Floor linking of Live Animal ID / history collection and linking to Carcass Body ID.
- Carcass body linking to Primal Cut by individual or batch.
- Primal Cut linking to Carton / Pallet by individual or batch.
- Value Add / By Product (offal, etc.) linkage to Carcass Body by individual or batch.
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# Elements of Traceability in Meat Supply Chain

- Retail Packs (and Case Ready – Modified Atmosphere Packaging) linked to Carton.
- Carcass Body by individual or batch.
- Each of these project segments must be able to operate independently as well as linking to each of the corresponding segments either in sequence or by passing intermediate segments

# **Some Important Considerations for Meat Traceability are**

- The use of numbering and machine read labelling standards that are common between trading partners (e.g. Grocery industry supply chain)
- Ease of implementation across different plants and operating methods.
- The reliability and accuracy of the program.
- The ability to audit the program.
- Verification of product identification and fraud detection.

# Traceability Requirement in Europe

- In Europe, one of the most powerful driving forces legally in the European Community Directive 93/43 EC (1993) on the Hygiene of Food stuffs. The Directive states that food business operators shall identify any step in their activity critical to ensuring food safety and ensure that adequate safety procedures are identified, implemented, maintained and reviewed.

# Traceability Requirement in US

- The US Department of Agriculture has recently announced that HACCP programmes will be required for all meat and poultry processing facilities & trend indicates that food safety standard will eventually be mandatory not only for all US processing facilities but also all food processors exporting into US.

# World Status -Future

- The requirements imposed by the other developed countries are also more or less the same.
- Even other developing countries, who may not even be able to maintain their own strict norms, may impose these restrictions in the name of safety under the SPS agreement while importing from countries like India.

**THANK YOU**