

Iowa Grain Quality Initiative

Agricultural Food Traceability Conference

June 10, 2009

How did we get here?

- *In the beginning...*
- Food Safety was without form, there was a void
- And the nations said let there be CODEX
- CODEX begat AIB
- AIB begat BRC
- BRC married cousin IFS
- ISO 22000 crashed the party with his dad ISO 9001

Food Safety

- Codex Alimentarius – 1962
- International Free Trade Food Rules
- World Health Organization
- Defined – non negotiable

Quality Management

- Hazard Analysis & Critical Control Points
 - Pesticides
 - Fertilizers
 - Contaminants
 - Foreign Material
 - Infestation
 - Process contamination
- Audits & Inspections
- Negotiable

Regulatory Compliance

- Country Laws
 - FDA, FSIS, USDA
- State Laws
 - Department of Health, Department of Agriculture
- Local Laws
 - County & City Health Departments
- Non negotiable

Where did this all begin?

- Pure Food & Drug Act 1906
 - Outlawed adulterated or misbranded food, drinks
 - Outlined penalties
 - Seizure of Products & Prosecution
- Food Drug & Cosmetic Act 1938
 - Added “wherein it may become adulterated”
 - Added court injunctions & Code of Federal Regulations - 21CFR Subsection B, E

Recent Law

- Public Health Security & Bioterrorism Preparedness & Response Act of 2002
 - Record who products were purchased from
 - Record Transporters
 - What blending or transformations happened
 - Keep records of food contact packaging
 - Record who the product was sold to
 - Record Transporters
 - All food (wheat, corn, soybeans, animal feed)
- **Traceback, Transformations, Track Forward**

Proposed Laws - Senate

- Food Safety Modernization Act – Durbin
 - Mandatory Hazard Analysis & Critical Control Pts.
 - Full access to computerized records
 - Inspection of all food or feed facilities – 18 months
 - **Full Traceability – lot codes on all received and shipped products**
 - Mandatory recall
 - Suspension of Registration for manufacture

Proposed Laws - House

- Food Safety Enhancement Act – HR 759
 - Full Pedigree of origins and distributors
 - \$1000 annual registration fee
 - **Fully electronic traceability records**
 - Country of Origin Labeling for processors
 - Strengthen Criminal & Civil Penalties
 - Quarantine Food “wherein it may become adulterated”

Who is talking about your food category?



Who is talking about your brand category?

“At bare minimum, we should be able to count on our government, keeping our kids safe when they eat peanut butter. That's what Sasha eats for lunch probably three times a week. I don't want to have to worry about whether she's going to get sick as a consequence of having her lunch.”



TODAY EXCLUSIVE
PRESIDENT OBAMA ONE-ON-ONE

Related link: TODAYshow.com home page

Innocent Products Can Be Damaged



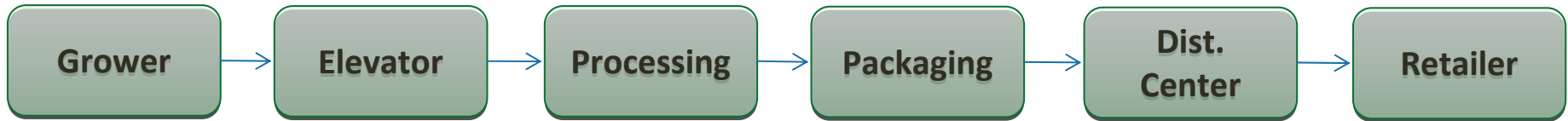
Regulators & Customers Want You

To...

- Do **more** audits
- Do **more** testing
- Create **more** processes and manuals
- Make your employees do **more** work
- Make your suppliers do **more** work
- Make 3rd parties do **more** work
- **Row harder!**



Bill of Compliance – Each Product Shipped



All “Event” and “Attribute” Data Associated with Lot/Item Identity Using Barcode, RFID, or other

Various

Finished Goods Tracking using Barcode, RFID or other

Connecting Upstream attributes (e.g., moisture, pesticide) with downstream outcomes (e.g., bin life):

- Reduce Risks
- Improve overall Product Quality
- Boost Profits