Geir Myrold, TraceTracker Innovation ASA, Norway:
Demonstration of traceability systems based on European standards

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Demonstration of traceability systems based on European standards

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October 18th 2006
Topics

- Traceability – value chain perspective
- Business Scenario Examples

Moving Beyond Compliance

COMPLIANCE TRACEABILITY
- Emergency & Public Health Management
- Legal regulations

VALUE TRACEABILITY
- Competitiveness
- Branding
- Product Differentiation
- Risk Management
- Value Chain Optimization
- Sustainability
Value Chain Traceability Architecture

Global Traceability Network (GTNet)

Data based on the TraceFish standard

Pelagic Fisheries  Auction  Plant / processor  Exporter  Importer  Retail / Food Service

Business Scenario Examples

1. Product Differentiation
2. Regulatory Compliance Reporting
3. Recall / Withdrawal
Scenario 1 – Product differentiation

- First screen:
  - The customer can access product details such as links to certificates etc.

  - **Value:** speeding up access to specific attribute data and supporting validation/certification → potential marketing/branding advantages
Scenario 2 – Regulatory Compliance Reporting

• Example:
  – Outgoing shipment – “one-up / one-down” documentation.
  – The origin for the trace request is an outgoing shipment.
  – The graph shows the “one-up / one-down” relationship and the associated property information.

  – **Value:** Faster response to regulatory/accreditation requests
Scenario 3 – Recall / Withdrawal

First screen:
- Identify "product history" of received "bad / defect / contaminated" product
- The screen represents upstream ("trace back") relationships through the value chain
- **Value:** It speeds up the identification process to find the cause of the product defect

Tracing Back

Retail Product in focus
Scenario 3 – Recall / Withdrawal

Second screen:
- The cause has now been identified: a bad batch of ingredients.
- The screen shows the identity of all relationships from that batch downstream ("track forward")
- **Value:** It enables "surgical" recall / withdrawal
Summary

• Traceability adds value in more areas for businesses than food safety

• Available now: The standards and technology to collect and make maximum use of traceability information throughout the value chain

Conclusion:
• It’s time to act – make more use of your information!

Thank you for your attention!

Questions?
Programme

Welcome by Karl A. Almås, SINTEF

Session 1: Norwegian-Polish trade with fish
Norwegian - Polish trade with fish - trends in the herring market. Aleksandra Buczkowska, Innovation Norway, Poland

The European Market for Pelagic Products - Challenges for Norwegian and Polish Fish Industry. Børge Grønbech, Norwegian Seafood Export Council, Norway

Session 2: Technology and processing of pelagic fish
The processing and consumption of pelagic fish in Poland – today and tomorrow. Piotr Bykowski, Sea Fisheries Institute, Poland

Processing challenges arising from customer/market product specifications. Ragnvald L. Vågsholm, Global Fish, Norway

Technological solution and possibilities to create an effective and profitable pelagic food industry. Stig Jansson, SINTEF Fisheries and Aquaculture, Norway

Session 3: Implementation of traceability in the industry
The possibilities and difficulties of implementing advanced traceability systems within the Polish fish industry. Olga Szulecka, Sea Fisheries Institute, Poland

The importance in using international traceability standards in production and export of pelagic products. Status of global traceability requirements compared with existing solutions. Eskil Forås, SINTEF Fisheries and Aquaculture, Norway

Demonstration of traceability systems based on European standards, by Geir Myrold, TraceTracker Innovation ASA, Norway

Session 4: Industrial cooperation between Norway and Poland
Industrial cooperation between Norway and Poland – what are the main challenges, by Krzysztof Szymborski, Rieber Foods Polska SA, Poland

Summing up. Torgeir Edvardsen, SINTEF

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