Authentitrace-TUV
A GS1/PTI Compliant System
Traceability: Turning A Liability Into An Asset

The Advantages Of A GS1 Systemic Approach Combined With The Authentitrace-TUV System

- Food Safety
- Flexibility
- Standardization and Interoperability
- Types of Data Captured
- Operational Efficiencies
- Business Metrics
- Risk Management
- Deflect Government Intervention

Current Operations

- Field Packed-Line Packed-Shed Packed. Our system adapts to you-not you to us.
- Cases-Bags-Boxes-Bins-Etc. If it's on the PTI Data Synchronization Template then we've got you covered.
- Sweet potatoes, onions, sweet corn, radishes, green beans, cabbage, lettuce, berries, tomatoes, peppers, cucumbers, watermelons, cantaloupes, etc.
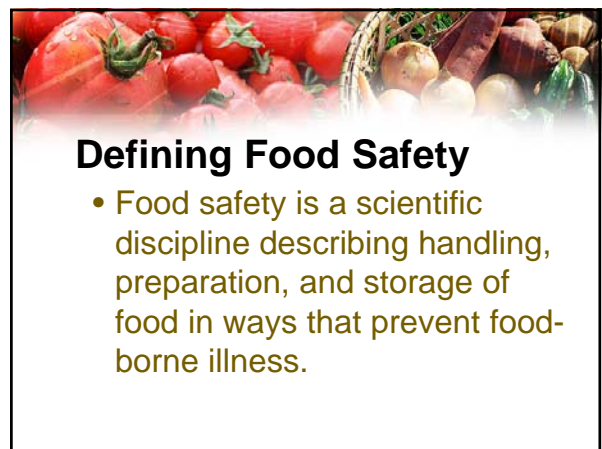
Food Safety
It's Cheaper Than A Recall.

Food Safety Groups/Systems

- HACCP
- GAP
- GlobalGap
- GMP
- Independent Labs
- Government Inspections
- Third Party Audits
- FDA
- USDA
- CDC
- PTI
- GS1
- GFSI
- The list goes on and on!!!

Defining Food Safety

- Food safety is a scientific discipline describing handling, preparation, and storage of food in ways that prevent food-borne illness.

The Authentitrace-TUV View Of Food Safety.

We see food safety as being akin to a three-legged stool. Use all three legs and the stool will stay balanced-take away any one of the legs and the stool will fall. The three legs are:

1. **Inspection.** Not just inspection of facilities but a comprehensive inspection system covering not only mandatory requirements such as soil sampling but inspections of your "scientific systems" related to food safety. Remember this, "What gets measured gets monitored and we tend to improve what we monitor."
2. **Certification.** Outside recognition of your food safety adds confidence in your system. Not only should your confidence increase but so should the confidence of your customers. The end result must be increased market share.
3. **Traceability.** "Full Supply Chain Visibility." What exactly is the product, where exactly has it been and when and for how long was it there. No grower/packer/shipper can bear the expense of traceability by themselves. The effort **MUST** be comprehensive.
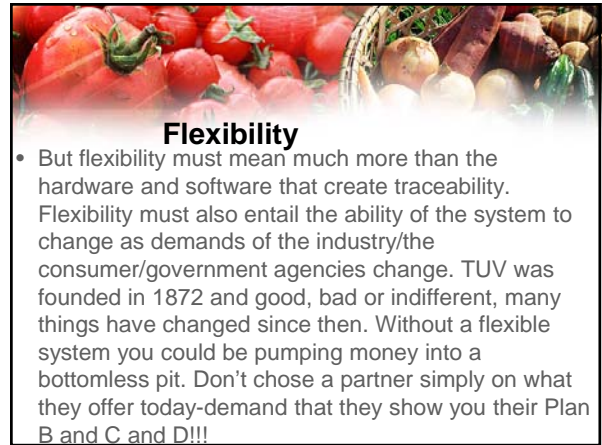

Flexibility
Including Cost And Ease Of Use

Flexibility

- We've covered the fact that our system works in the field, in the shed or in the pack house. Furthermore, our system gives you the flexibility to choose the hardware that is right for you. From the use of our God given label applicators to handheld applicators to fully automatic print and apply systems with character recognition software-we have a solution with the flexibility to meet your needs. How about flexibility with label printers, yours, ours or theirs-you choose. How about scanners-some use them, some don't. Flexibility means meeting your needs.

Flexibility

- But flexibility must mean much more than the hardware and software that create traceability. Flexibility must also entail the ability of the system to change as demands of the industry/the consumer/government agencies change. TUV was founded in 1872 and good, bad or indifferent, many things have changed since then. Without a flexible system you could be pumping money into a bottomless pit. Don't chose a partner simply on what they offer today-demand that they show you their Plan B and C and D!!!

Standardization and Interoperability
Playing Nice With Others

Standardization and Interoperability

- Be weary of claims like: "We're the biggest or we're the best or you have to use us." The bottom line is this, "There is no one provider that can meet the needs of the entire industry." In fact, under current laws, the US Justice Department would not allow any such monopoly. The truth is that it is the system that must come first. Providers with the ability to avoid making ludicrous claims like those stated above and with a desire to put the good of the industry first will succeed in the long run.

Standardization and Interoperability

- Here's the bigger problem with egos in the traceability industry. Claims like we're the biggest or we're the best are ambiguous. Biggest in the world? Best in the world? We do more than…..more what? And finally, the real kicker, the brand owner may well end up in harms way. NO GROWER CAN AFFORD TO PROVIDE TRACEABILITY IF EVERY RETAILER HAS DIFFERENT REQUIREMENTS. We encourage you to choose a system that plays well in the PTI/GS1 sandbox. Ours does.

Type Of Data Captured
The Non-minimalist Approach

Types of Data Captured

- Seed, cut or slip identification
- Planting #
- Farm Name
- Field Number
- Soil Type
- Water Source
- Pesticide Application and Usage
- Fertilizer Application and Usage
- Harvest Date and Time
- Harvest Equipment and Crew
- Field Transportation/Logistics
- Receiving Dock

Types of Data Captured

- Incoming Storage Bin Identification
- Incoming Storage Area
- Movement Between Storage Areas
- Pre-pack Storage Area
- Processing Facility Global Location Number
- Wash Stations
- Processing Lines
- Packaging Lines
- Packaging Crews
- Packaging Material Suppliers
- Packaging Material Identification

Types of Data Captured

- Post Packaging Storage
- Post Packaging Storage Movement
- Sold To
- Ship To
- Loaded By
- Shipped By
- Time Shipped
- BOL
- PO#
- Resource Monitoring Including Water and Power Usage

Types of Data Captured

- GPS Co-ordinates
- Secondary Suppliers To The Processor Including Items Like Cleaning Agents
- In all, there are 64 unique fields available for data entry with new areas being explored and entered on an ongoing bases. Now for the big question, do you really have to fill out all this data just to be compliant with GS1/PTI guidelines? Of course not! The system is flexible, use what YOU AND YOUR CUSTOMERS need. And of course, use whatever saves you time and money over current operations.

Types of Data Captured

- The Authentitrace-TUV system is made up of six primary stages.
1. Receiving
2. Bin Storage
3. Batch/Lot# Generation
4. Palletizing
5. Pallet Storage
6. Shipping

Types of Data Captured: Main Screen

Authentitrace-TUV Primary Screen

Types of Data Captured: Receiving Screen

The Receiving Screen

Types of Data Captured: Bin Storage

The Bin Storage Screen

Types of Data Captured: Processing

The Batch/Lot# or Processing Screen

Types of Data Captured: SSCC Label
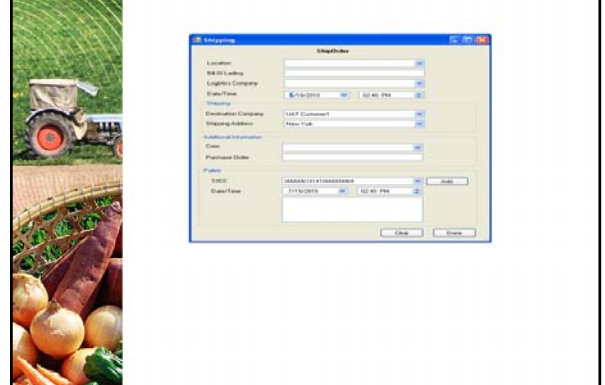

The Palletize Screen

Types of Data Captured: Pallet Storage

The Pallet Storage Screen

Types of Data Captured: Shipping

The Shipping Screen

Operational Efficiency
A Penny Saved

Operational Efficiency

- Most growers have some type of system in place for traceability now. Remember when I claimed no brand owner can afford traceability if every retailer requires a different system. Well it's equally true that no retailer can afford a system where every grower uses a different system. By choosing the PTI proposed GS1 led system it has became apparent to us that many of the paper based or legacy systems currently used by growers could be eliminated with the use of an electronic system.

Operational Efficiency

- Imagine knowing what you have, where you have it and how long it's been there by clicking onto a computer screen. How about placing products into a cooler based on historical power usage for that cooler? With the Authentitrace-TUV system you can eliminate the paper trail with confidence and use the time you formerly used to fill out logs to find new customers, improve yields or other profit making endeavors. Tack on electronic Document and Claims Management and we believe you've got a winner.
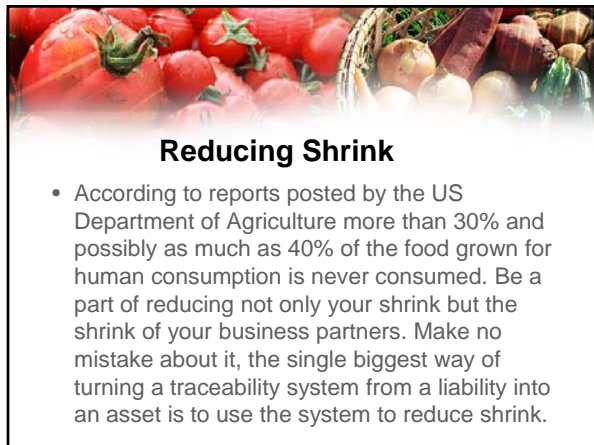
Business Metrics
The Ultimate Payoff Of Traceability

Business Metrics

- Yield mapping including grade, size and shrink. With per season and historical depictions available.
- Reduce shrink.
- Review your material usage to "bundle" purchases for improved pricing.
- Know the buying patterns of your customers.
- REDUCE YOUR CARBON FOOTPRINT!!!! The green aspects of our system will help you not only reduce shrink but reduce the time and distance that fresh produce travels.

Reducing Shrink

- According to reports posted by the US Department of Agriculture more than 30% and possibly as much as 40% of the food grown for human consumption is never consumed. Be a part of reducing not only your shrink but the shrink of your business partners. Make no mistake about it, the single biggest way of turning a traceability system from a liability into an asset is to use the system to reduce shrink.
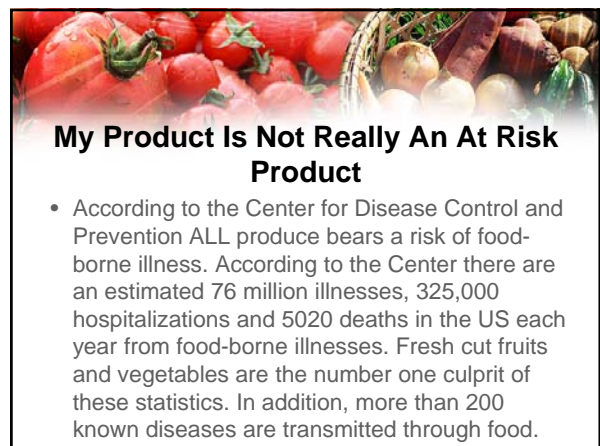
Risk Management
Including Legal Protection

Risk Management Via The Authentitrace-TUV System

- Promotes adherence to your Critical Check Points analysis.
- Provides a detailed electronic audit trail.
- Provides both Upstream and Downstream track and tracing.
- Provides graphical interfaces, has visualization capabilities and highly secured electronic documentation.
- Promotes Interoperable Data Exchange.
- Exceeds minimum requirements of all known US or Global Food Safety requirements.

My Product Is Not Really An At Risk Product

- According to the Center for Disease Control and Prevention ALL produce bears a risk of food-borne illness. According to the Center there are an estimated 76 million illnesses, 325,000 hospitalizations and 5020 deaths in the US each year from food-borne illnesses. Fresh cut fruits and vegetables are the number one culprit of these statistics. In addition, more than 200 known diseases are transmitted through food.

Deflecting Government Intervention
The Penalty For Inactivity

Deflecting Government Intervention

- H.R. 875: Food Safety Modernization Act of 2009
- H.R. 2749: Food Safety Enhancement Act of 2009
- H.R. 759: FDA Globalization Act
- H.R. 1332: Safe Food Enforcement, Assessment, Standards, and Targeting Act.
- S. 510: FDA Food Safety Modernization Act.
- Rest assured these are only the primary Bills being discussed-there are many, many more.

Self Policing Is The Best Policy But We Must Act Together

- In **"our"** opinion the folks most capable of making Food Safety decisions for the produce industry are the people in the produce industry. But make no mistake about it-continued procrastination can only lead to government intervention. Government intervention will only lead to increased costs and increased costs will most likely be absorbed by the retail giants or the farmer? You tell me. Be proactive, see us after the presentation and see how we can set up a pilot at your facility. In the end we want to earn not just your business but your respect as well.

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AUTHENTICATION, TRACK & TRACE SOLUTIONS
"SECURING OUR WORLD"

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