Understanding Tech Traceability

May 13, 2021

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Understanding Tech Traceability

May 13, 2021

Today’s Panelists

Kelly Kell, GS1 US - Presenter
TJ Gupta, TagOne - Presenter
Karen Everstine, FoodChain ID - Moderator
Speakers

Kelly Kell  
Director, Community Engagement  
GS1 US

TJ Gupta  
Co-Founder & CEO  
TagOne LLC
Understanding Tech Traceability: How it Reduces Food Fraud (and Other) Risks

Presentation for IAFP

Kelly Kell, Director Community Engagement
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Agenda

- Who is GS1
- What are GS1 Standards
- Leveraging GS1 Standards for Traceability
- Standards in Action: FDA Leafy Greens Pilot
Over 25 million products are assigned U.P.C.’s in the GS1 US Data Hub Product Tool.

GS1 US serves over 25 industries including retail grocery, food service, health care, apparel, and general merchandise.

GS1 US® serves more than 300,000 businesses in the United States.

More than 30 million products are registered by brand owners in the GS1 Global Data Synchronization Network™ (GDSN).

GS1 is made up of 110+ member organizations serving businesses around the world.

Over 1.5 million companies around the world use GS1 Standards.

More than 6 billion GS1 barcodes are scanned everyday.

More than 30 million products are registered by brand owners in the GS1 Global Data Synchronization Network™ (GDSN).
GS1 Standards make it possible to **identify**, **capture**, and **share** information automatically and accurately about products, business locations, and more. This way anyone who wants that information can understand it, no matter who or where they are.
Foundation of Traceability is Unique Identification

Traceability

Tracking

Tracing

The Global Language of Business

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GS1 Standards

Identify
GS1 Identification Numbers

- **Company**
  - Global GS1 Company Prefix
  - Global Location Number (GLN)

- **Product**
  - Global Trade Item Number (GTIN®)
  - Serialized Global Trade Item Number (EPC®/SGtin)

- **Location**
  - Global Location Number (GLN)

- **Logistics**
  - Serial Shipping Container Code (SSCC)
  - Global Shipment Identification Number (GSIN)

- **Assets**
  - Global Individual Asset Identifier (GIAI)
  - Global Returnable Asset Identifier (GRAI)

- **Services and Other**
  - Global Service Relation Number (GSRN)
  - Global Document Type Identifier (GDTI)

Capture
GS1 Data Carriers

- **Barcodes**
  - EAN®/UPC
  - GS1 DataBar®
  - GS1 DataMatrix

- **EPC-Enabled RFID Tags**
  - Electronic Product Code (EPC)
  - RFID Encodings

Share
GS1 Data Exchange

- **Master Data**
  - Global Data Synchronization Network® (GDSN®)
  - GS1 US Data Hub | Location

- **Transactional Data**
  - Electronic Data Interchange (EDI)

- **Physical Event Data**
  - Electronic Product Code Information Services (EPCIS)
Supply Chain or Supply Web?
Where Did it Come From ...Where Did it Go?

Diagram showing the flow from Grower, Manufacturer, Distributor, Wholesaler, Operator, Retailer.
GS1 Standards in Traceability

Critical Tracking Events

Transform
Create Finished Goods

Transport
Ship Finished Goods

Receive
Receive Finished Goods

Deplete
Finished Goods Sold at Point of Sale

Deplete
Destroy Unsaleable Finished Goods

Key Data Elements

Transform

Transport
When? What? Where? Why?

Receive
When? What? Where? Why?

Deplete
When? What? Where? Why?

Deplete
When? What? Where? Why?
"The pilots provided valuable insights that will inform future outbreak response and recall protocols, helping industry to work together to support the FDA’s focus on tech-enabled traceability."

- Bryan Hitchcock, Executive Director of IFT’s Global Food Traceability Center, on behalf of the six organizations
Overview & Goals

- Prioritize work with leafy green stakeholders to design and initiate a pilot on concepts needed for traceability to further scale, such as testing interoperability of tracing systems and public-private data sharing.

Goals

- Provide industry with better visibility into Federal Regulator’s traceability challenges
- Help Romaine Task Force refine their CTE/KDE template

The pilot created a space for collaboration among a diverse group of participants - all building on existing momentum and previous work within industries.
What: Developed and executed three leafy green traceback pilots.

- focused on various romaine-containing products; consideration for different product/supply chain configurations
- planned, initiated, and worked with identified volunteers/industry experts to execute each pilot scenario
- reviewed and synthesized the data in this final report to be shared with the US Food and Drug Administration FDA and leafy green stakeholders

Who: Six Associations

https://www.ift.org/leafygreens
This template was initiated as part of the Romaine Task Force and finalized by Produce Traceability Initiative (PTI) working group is designed to transmit traceability data to regulators when a company is involved in a traceback investigation.
Start with a consumer purchase & trace it back

Successfully able to trace back 3 product types, all containing romaine lettuce
New Era of Smarter Food Safety

The U.S. FDA has released a strategic blueprint that outlines how the U.S. FDA plans to leverage technology and other tools to create a more digital, traceable and safer food system.

- Tech-Enabled Traceability and Foodborne Outbreak Response
- Smarter Tools and Approaches for Prevention
- Adapting to New Business Models and Retail Food Safety Modernization
- Food Safety Culture

https://site.gs1us.org/New-Era-of-Smarter-Food-Safety.html
Understanding Tech Traceability
How it Reduces Food Fraud (and other) Risks

TJ Gupta
Co-Founder & CEO
TagOne LLC
TagOne is a SaaS based Blockchain enabled, Traceability Management System delivering comprehensive transparency to the food and natural products industry.
Our History

**Dreamweaver Launched**
TJ Gupta and Manish Gupta leave SAP to start a track and trace integration consulting firm, serving major enterprises including J&J, Roche and Bristol Myers Squibb.

**Innovation Begins**
Recognizing that excessive cost for integration consultants, and lack of traceability systems available for Pharma, initiated development to simplify enterprise track and trace integration.

**Paradigm Shift**
After family health issues, the team begins innovation in cloud and blockchain solutions for natural ingredients providing consumers with product source provenance.

**TagOne:Enterprise Beta & Partner Pilot**
Blockchain enabled cloud solution is launched and first ingredient supplier is onboarded.

**TagOne:Harvest Beta with SSCI**
Collaboration with SSCI (Supplement Safety Compliance Initiative), a mobile/cloud technology was developed working with enterprises including GNC, Amazon and Walmart.

**TagOne:Connect Beta**
“Seed to sale” transparency is now possible with a QR code technology sharing science, source, safety and stories of brands.

**GS1 Pilot Program**
Entered in to pilot program partnership with GS1 to develop standards for hemp and CBD.
Address Legal and Regulatory Risks

Improve Operational Efficiencies

Food Safety and Consumer Protection

Need for Comprehensive Transparency in the Food Industry?
What is Comprehensive Transparency?

Full visibility of all supporting information (data and documents) for a product as it moves through the supply chain

- **Master Data**
  - E.g., Supplier/Customer/Product/Location/Other

- **Transaction Data**
  - E.g., Receiving/Processing/Manufacturing/Shipping/Other

- **Master Documents**
  - E.g., Product Specs/MSDS/ GMP/GAP/USDA Organic/Allergen/ Gluten Free/Kosher/Halal/Vegan/ Fair Labor/Fair Trade/Pictures/Other

- **Transaction Docs**
  - E.g., Batch Production Records/Certificate of Analysis/Bill of Lading/ Packing Lists/Country of Origin/ Pictures/Other
How Does TagOne Work

Our 3 Core Tenets

- **Industry Best Practices**
- **Latest Technologies**
- **Global Data Standards**

- **IoT/Smart Devices**
  Capture data from any location globally

- **Global Cloud Backbone**
  Share data instantly

- **Blockchain**
  Data is secure and authenticated

Global Data Standards to ensure Interoperability
How Does TagOne Work
3 Solution Components Capture KDE’s from Seed to Sale Seamlessly

TagOne: Harvest
Farm application to help you capture the first mile data crucial for comprehensive traceability

TagOne: Enterprise
Cloud based platform helping you capture key supply chain transaction from the farm to the consumer. Track your Supplier/Buyer transactions, Manufacturing, Recalls & Returns, Document management and more!

TagOne: Engage
Consumer application allowing you to share the safety, science, source and story of your brand at the scan of a QR code or click of a button
Enhancing Transparency in the Food Supply Chain
The Food Supply Chain
Global, Complex and Potentially Risky

- Low systems maturity esp. upstream
- Potential risk with Pathogens with some products
- Presence of bad actors indulging in unethical practices (food fraud/adulteration)
- Increasingly Demanding consumer: Looking for more transparency in our foods

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Potential risk with Pathogens with some products

- Inconsistent standards for international organic and non-GMO
- Lack of consistent industry standards
- New Regulations mean tighter Controls: NESFS /PTI /FSMA /Other
- Presence of bad actors indulging in unethical practices (food fraud/adulteration)

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Increasingly Demanding consumer: Looking for more transparency in our foods
The Food Supply Chain
Sometimes, Local/Predictable – Still Potential Risk

- Lack of consistent industry standards: Need for cross industry collaboration to ensure interoperability
- Presence of Bad actors indulging in unethical practices (food fraud/adulteration)
- Increasingly Demanding consumer with a Megaphone (social Media): Looking for more transparency in our foods
- Potential risk with Pathogens with some products: Salmonella/E-Coli/Listeria/Norovirus/Other
- New Regulations mean tighter Controls: NESFS/PTI/FSMA/Other

PROCESSOR

GROWERS/FARMERS

DISTRIBUTOR

RETAILER

CONSUMER
Key to Comprehensive Transparency

Linking every Transfer of Ownership & Transformation Event across the Supply Chain along with its supporting data and docs (CTE’s and KDE’s)

Linking every Transfer of Ownership & Transformation Event
Identify, Capture, Share

- Farm Info/specifications
- Farm Block Info/GPS Coordinates
- Farmer Info
- Crop Cycle details – Planting/Harvest
- Sustainability Info
- Product Id/Name (GTIN)
- Lot# From/To Location (GLN)
- Logistics Identifier (SSCC)
- Date (Manufactured/Expiry)
- Quality Report
- Product Specs
- Certifications
- PO/Invoice/Bill of Lading/Shipmen# Pictures
- Other Info

- Company (GS1 Company Prefix)
- Product Id/Name (GTIN)
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Tying the Supply Chain Together in the TagOne AWS Cloud
Identify, Capture, Share
Tying the Supply Chain Together in the TagOne AWS Cloud
Identify, Capture, Share

- Manual Data Entry in TagOne
  - Directly enter data into TagOne via multiple UI options
- Via Excel & CSV’s
  - Uploading/Importing Excel or CSV files
- Standard APIs
  - Standard APIs using open Integration Standards
- GS1 EPCIS Standards
  - Interoperability using GS1 EPCIS standards
- Standard Connectors
  - Standard connectors for leading systems like QuickBooks, Big Commerce, Shopify, Wix, SAP

- GROWERS/FARMERS
- REGIONAL PROCESSOR
- MANUFACTURER
- DISTRIBUTOR
- CONSUMER

Company (GS1 Company Prefix)
Product Information (GTIN)
Location (GeoInformation)
Logistics Identifier (GS112)
Data Exchange and Quality Transformation standards
Supply Chain
Certifications
Other Info

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Product Information (GTIN)
Location (GeoInformation)
Logistics Identifier (GS112)
Data Exchange and Quality Transformation standards
Supply Chain
Certifications
Other Info
Enabling Supply Chain Oversight
Managing Ingredient Life Cycle Data: Ashwagandha Herb in Supplement Example

- Farm Info/specifications
- Farm Block Info/GPS Coordinates (GLN)
- Farmer Info
- Crop Cycle details – Planting/Harvest
- Sustainability Info
- Product Id/Name (GTIN)*
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)*
- Date (Seeding/Harvest/BIUB/Other)
- Quality Report
- Pictures
- Other Info

- Company (GS1 Company Prefix)
- Product Id/Name (GTIN)
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)*
- Date (Processing/Expiry/Other)
- Transformation details (Input/Output)
- Batch Production Records
- Quality Report/Certifications
- Product Specs
- PO/Invoice/Bill of Lading/Shipping# Pictures
- Other Info

- Company (GS1 Company Prefix)
- Product Id/Name (GTIN)
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)*
- Date (Manufacturing/Expiry/Other)
- Transformation details (Input/Output)
- Master Manufacturing Record/ Batch Production Records
- Quality Report
- Product Specs
- Certifications
- PO/Invoice/Bill of Lading/Shipping# Pictures
- Other Info

- Company (GS1 Company Prefix)
- Product Id/Name (GTIN)
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)*
- Date (Manufacturing/Expiry/Other)
- Transformation details (Input/Output)
- CoA/Quality Reports
- Product Specifications
- Certifications
- PO/Invoice/Bill of Lading/Shipping# Pictures
- Other Info

- Detailed Product Info
- Product Ingredients
- Ingredient Traceability
- Origin of Supp.
- Supplier Details
- Sustainability
- CoA/Quality Reports
- Date (Manufacturing/Expiry/Other)
- Social Media Ref.
Enabling Supply Chain Oversight – Blockchain View

Managing Ingredient Life Cycle Data: Ashwagandha Herb in Supplement Example

- Farmer
- Processor
- Distributor
- Manufacturer
- Consumer

- Farm Info/specifications
- Farm Block Info/GPS Coordinates
- Farmer Info
-Crop Cycle details – Planting/Harvest
- Sustainability Info
- Product Id/Name (GTIN)
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)
- Date (Seeding/Harvesting/BIUB/Other)
- Quality Report
- Pictures
- Other Info

- Company (GS1 Company Prefix)
- Product Id/Name (GTIN)
- Lot#
- From/To Location (GLN)
- Logistics Identifier (SSCC)
- Date (BIUB/Production/Other)
- Transformation details (Input/Output)
- Quality Report/Certifications
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- Pictures
- Other Info

- Company Prefix
- Product Info
- Farm/Ingredients
- Origin
- Supplier Details
- Sustainability
- CoA/Quality Report
- Social Media Ref.
2020 FDA’s New Era of Smarter Food Safety Blueprint

As part of FDA’s NESFS Blueprint pre-defined specific CTE’s & KDE’s need to be tracked across the Supply Chain

**Summary of FDA’s recommended CTE’s & KDE’s:**
- Growing – Approx. 11 KDE’s proposed (including sprouts)
- Receiving – Approx. 10 KDE’s proposed
- First Receiver – Approx. 7 KDE’s proposed
- Transformation – Approx. 8 KDE’s proposed
- Creation – Approx. 6 KDE’s proposed
- Shipping – Approx. 10 KDE’s proposed

*TagOne covers 100% of the FDA proposed CTE’s and KDE’s across the Supply Chain*
Pilot 3: Private label salad (under USDA) from national chain store

Pilot team reviewed following info from Retailer to make connections
- Purchase date and time
- Purchase location
- Items purchased
- UPC
- Brief description of product
- PO numbers
- ASN Info
- Sell or Purchase by dates
- Shelf-life info
- Store POS data
- On-hand inventory in store

Pilot 2: Romaine hearts sold at Independent retailer using 3rd party distributor

Pilot team reviewed following info from Distributor to make connections
- Receipt data from brand owner
- Shipment data to Retailer
- Possible ranches and fields data – based on Distributor PO
- Inventory rotation practices
- Typical daily velocity
- Inventory on-hand by date
- Shipping protocol (e.g., FIFO, Code date)
- Delivery frequency

Pilot 1: Branded bagged salad from regional chain grocery store

Pilot team reviewed following info from Retailer to make connections
- Date of purchase
- Location of purchase
- Product description
- Brand (as applicable)
- Identifying Info (e.g., UPC, harvest region, Lot#)
- Shopper info
- Photographs of receipt and product

Date of purchase
- Location of purchase
- Product description
- Brand (as applicable)
- Identifying Info (e.g., UPC, harvest region, Lot#)
- Shopper info
- Photographs of receipt and product
The Path to Full Traceability

**Phase 1: Baseline Information Management**
- Master Data
  - Product
  - Supplier/Customers
- Document Mgmt & Process
  - Supplier/Customer
  - Product/Ingredient

**Phase 2: Transaction Management**
- Automation
- Digitization
- Quality tracking (C of A)

**Phase 3: Network Expansion**
- Suppliers
- Buyer

**Phase 4: End to end traceability and consumer adoption**
- Farm
- Consumer
## Comprehensive Supply Chain Transparency

*Long List of Business Benefits…*

### Address Legal & Regulatory Risks
- Provides a Single regulatory repository for both company Data & Documents
- Enables full tech traceability compliance with the New Era of Smarter Food Safety
- Enables compliance with FSMA/FSVP
- Automated Recalls & Returns
- Helps you expedite your GMP/GAP/Other certifications
- Eases your GFSI/SQF Audits
- Addresses multiple state labeling regulations (QR Code)
- Helps you warn consumers of recalls via the QR Code label warning functionality

### Improve Operational Efficiencies
- Gives companies visibility across supply chain and dramatically improves decision making ability
- Enables industry best practices across core transactions (CTE’s) like Buy/Transform/Sell
- Implements MDM best practices and interoperability standards
- Gives you tighter operation linkages and control - Buy/Transform/Sell
- Improves supplier mgmt. by tracking supplier performance on product quality over time
- Helps you drive Internal (one-up, one-back) & external( beyond one-up one-back) product traceability

### Food Safety & Consumer Protection
- Ensures companies follow best practices in operations (GMP/GAP/GHP/other)
- Quality visibility (CoA/Certifications/other reports) at each step of product life cycle
- Audit trail of every transaction across the supply chain (identify bad actors easily)
- Higher confidence in food item produced
- Recalls and Returns faster
- Consumers get access to detailed food info before they buy (QR Code/other)
- Recall warnings via QR Code labels
Closing Thoughts

• Tech Traceability is key to ensuring comprehensive transparency across the food supply chain

• More transparency ensures better supply chain oversight and control on food movement across its life cycle including all its supporting data and documents

• This dramatically reduces the possibility of 3rd party food fraud, adulteration or diversion

• Comprehensive Transparency is a journey in which Tech Traceability solutions need to work closely with the right processes, standards and company culture to be successful
“Quality means doing it right when no one is looking.”

- HENRY FORD
Questions?

Questions should be submitted to the presenters via the **Questions section** at the right of the screen.
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- Kelly Kell KKell@gs1us.org

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- **May 25**  Process Validation to Meet FSMA Regulations – Tips & Tricks from Case Studies
- **May 26**  Digitalizing Environmental Monitoring Programs to Unlock Their True Value in Ensuring Safe Quality Products
- **June 9**  Low Water Activity Food Safety Series Part 4: Grain Based Foods and Ingredients
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