



Implementing Food Traceability



Implementing Food Traceability Program

An industry partnership program to build trust in Australia's food supply chains

The Australian food and agribusiness sector is made up of over 206,000 businesses, employing almost 624,000 people. Its market size as measured by revenue in 2021 was \$280.5bn

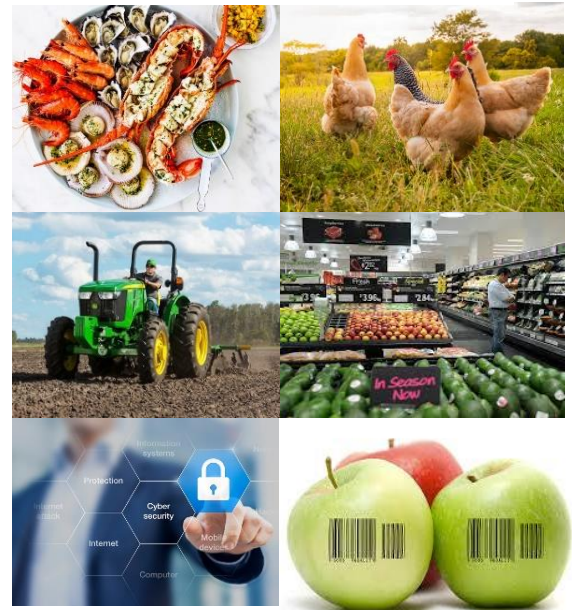


Australian food companies supply quality, safe products to consumers and the ability to verify this with consumers both in Australia and internationally is important for agrifood businesses of all sizes.

Implementing Food Traceability in Australia

The Implementing Food Traceability program is an initiative of Deakin University's Food Traceability Laboratory, a grouping of businesses in food supply chains, peak bodies, government agencies and applied industry researchers. The Program aims to provide industry guidance and support for achieving end-to-end traceability of food products so they can deliver assurance to consumers and reduce the time and cost to achieve a line of sight along the product's journey.

We focus on what information to collect and share and how to standardise data formats in line with global data standards, so information systems can share data without integration costs being prohibitive.



Implementing Food Traceability Program initiatives

- Formation of a traceability data framework based on global data standards, to enable food products to be traced at a supply chain level.
- Creation of a generic Food Traceability Guide to support businesses across any food supply chain to implement end-to-end track and trace
- Development of product-specific Guides (e.g. Red Meat & Livestock, Fisheries or fresh fruit)
- Development of value stream Guides to verify product claims (e.g. organic, Halal, and ethical and sustainable production)
- Industry demonstrations in Australian food supply chains, showing companies how traceability works in real conditions
- Industry rollout through a program of webinars, presentations to industry groups, solution providers, individual businesses, and educational providers
- Preparation of e-learning resources for industry on supply chain traceability
- Evaluation of the benefits to businesses across food supply chains

"We are building an interoperable end-to-end product traceability ecosystem for Australia."



Ram Akella, PMP, MAICD
Head of Business Solutions - Own Brand, Convenience & Product Traceability
Woolworths Group

The Australian Guide to Implementing Food Traceability 2021 (AGIFT)

The first in the series is a generic guide covering all food products. Australian Guide to Implementing Food Traceability (AGIFT) was launched in April 2021. AGIFT takes the guesswork out of what to collect and what to share to deliver cost-effective, industry-wide food traceability.

AGIFT assists companies to identify the critical tracking events and key data elements required to track products from paddock to fork. It enable each business to securely and safely share data through the use of global data standards and data security protocols. AGIFT provides easy to action 'how to' information for product-specific supply chains, enabling companies to verify high value product claims, such as organic, Halal and sustainable supply chain.

The use of open, global data standards will enable sharing of information and interoperability between organisations, complementing the physical movement of shipments, recording and verifying transactions, events, assets and product integrity as required by the retailer and consumer.

AGIFT will be of interest to all primary producers, freight transport and food logistics companies, manufacturers and processors, retailers, food distributors, food importers and exporters, solution providers and government. The Guide will be continuously updated at no cost to purchasers.

Other Produce Guides currently under development include the **Red Meat and Livestock Guide** and the **Organic Fresh Produce Guide**.



The Australian Guide to Implementing Food Traceability is available for purchase from Deakin University [here](#) (\$132.00 inc. GST)

Sponsorship enquiries

With Australia increasingly dependent on global supply chain to deliver much of the food we consume every day, food traceability is more important than it has ever been.

Sponsorship enquiries are welcome and contributions may be in-kind or financial. Please contact us if you would like to discuss any of the following opportunities.

- Research partnerships focussed on your real-world business or policy challenges
- Development of a Guide developed to address your specific traceability need - either specific products or value streams such as Halal, sustainability or organic
- Sponsorship of industry demonstrations in Australian food supply chains showcasing how the program works in real industry conditions
- Sponsorship of e-learning resources for industry on supply chain traceability

Contact us

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By sponsoring the Implementing Food Traceability Program, you build 'trust capital' with your customers and consumers in adopting a food traceability framework.