



Implementing
Food Traceability



National Implementing Food Traceability Program

Supporting industry to achieve supply chain level traceability!

AGIFT now available

The Australian Guide to Implementing Food Traceability is now available through our website

<https://foodtraceability.deakin.edu.au/the-guides/>

This Guide is generic – it applies to all food products – and provides guidance on how to create supply chain level traceability, from the product origin to consumer point of supply/sale.

The Guide is modular, so you can tackle specific activities along your supply chain in line with your business priorities or your role in food supply chain.

Modules include on-farm production, freight transport, processing and manufacture, export and import, wholesaling, storage and distribution, food service, retail and consumer information.

Increasingly domestic and international markets are requiring more information on the product's journey. Traceability systems provide data-driven assurance that advances the reliance on annual audits.



Upcoming launch of Australian Red Meat and Livestock Traceability Guide

In coming months this product-specific guide will be available. It covers all aspects of traceability for cattle, goat and sheep from on-farm production through to consumers of red meat protein.

The red meat supply chain is a highly regulated supply chain with requirements that extend beyond our domestic consumption to our export of two thirds of red meat produced in Australia to over 100 countries across the globe.

Organic produce – a growing product category in Australia

The recently published Australian Organic Market Report 2021 indicates that “knowing you can trust it is organic” is a key barrier to growth of organic markets in Australia, with Australian Organic Limited reporting that almost one third of shoppers who purchased an organic product believed they were misled.¹

There are an estimated 4,233 organic operations in Australia and 9 million Australian households have purchased organic food in the past two years. Consumers are motivated by personal health and environmental concerns.

With growth in the market strong locally and in export, more information on the organic production and journey to the consumer will underpin product claims.

We are excited to prepare a new Guide for Organic Produce Traceability and to conduct an industry project, sponsored by Woolworths Group, to create traceability from the consumer back to the orchard, for organic fruit.



¹ Organic Connect Issue 06 Winter 2021

Industry demonstrations of supply chain level traceability

What can we learn about implementing supply chain traceability? With our industry partners and host companies, we are testing how this is practically achieved in two supply chains. What are the technical challenges in achieving interoperability across systems? What technologies and systems achieve this effectively? How can small businesses implement traceability with their partners avoiding prohibitive cost? What benefits were experienced? What is the return on investment for supply chain partners? These are the questions that frame our industry demonstrations.

We are supported in these demonstrations by our Solution Provider Reference Group members, providing expertise to allow us to trial a variety of solutions.

Kind regards

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