815: Transparency for Food Service
Building Trust in the Food Supply Chain

Jeanne Duckett, Avery Dennison
Session 815: Friday, June 21 | 9:00 – 9:30 am
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*If applicable
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**#1**
World’s largest UHF RFID Partner

**GLOBAL FOOTPRINT**
Operating in 50 countries

"WE BELIEVE IN A FUTURE WHERE EVERY ITEM WILL HAVE A UNIQUE DIGITAL IDENTITY & DIGITAL LIFE"

Francisco Melo, VP/GM, Global RFID, Avery Dennison

**20BN+**
UHF RFID tags designed and manufactured to date

**9**
Design and Innovation Centers Worldwide

**1000+**
RFID Related Patents & Applications Worldwide

Advanced Research and Development

Sustainable Design and Manufacturing
Key Takeaways

1. Need for Transparency
2. Challenges to Transparency
3. Foodservice Transparency & Digital Link
Avery Dennison – Food Platform

TRACEABILITY
• One step up, one step back
• What, where & when
• Mostly for recall purposes

TRANSPARENCY
• Entire chain is interconnected
• What, where & when
• Also: Why, who & how?

Additional attributes:
Providence • Brand Protection • Supply Chain Efficiencies • Traceability

VERSUS

Industry shifting towards more transparency and interconnected supply chains – why is that?
TRANSPARENT SUPPLY CHAINS BUILD TRUST

THE CONSUMER DESIRE TO KNOW HOW AND WHERE FOOD WAS GROWN OR MADE.

The consumer expectation for clarity, accuracy and usefulness of food related information from the companies that produce and sell it. The World Health Organization reported in 2015 this is a global desire transcending culture and income.
What’s in my food?

Where did my food come from?

How was it farmed?

Did they avoid harsh chemicals?

Were the animals and people treated fairly?

Was the planet taken care of?

THESE MACRO TRENDS HAVE SEVERAL SIMILARITIES
Where are we coming from?
2018 USA Multistate Outbreak of E. coli: Romaine Lettuce

2 DISTINCT OUTBREAKS IN 2018
Affected Restaurants and Retailers may not have known where their lettuce came from

<table>
<thead>
<tr>
<th>March 2018</th>
<th>Nov 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Count: <strong>210</strong></td>
<td>Reported Cases: <strong>62</strong></td>
</tr>
<tr>
<td>States: <strong>36</strong></td>
<td>States: <strong>16</strong></td>
</tr>
<tr>
<td>Hospitalizations: <strong>96</strong></td>
<td>Hospitalizations: <strong>25</strong></td>
</tr>
<tr>
<td>Deaths: <strong>5</strong></td>
<td>Deaths: <strong>0</strong></td>
</tr>
<tr>
<td>Recall: <strong>No</strong></td>
<td>Recall: <strong>Yes</strong></td>
</tr>
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</table>

Outbreak over Jun 28, 2018
Outbreak over Jan 9, 2019

Nov 20 – FDA released do not eat Romaine lettuce – outbreak was finally traced to red leafy lettuce

Jan 9 The FDA declared the Nov outbreak over –
Feb 19 FDA strongly recommend to farmers to implement full chain traceability
In May – US Lettuce Market valued at $3.6 billion dropped 60%

There were acres of lettuce to rot in the fields

Growers fear the backlash of 2006 Spinach outbreak where market never recovered

Retailers eager to determine source to recover cost – No recall was ever issued

Currently there are damage suits pending against retailers and suppliers

**Final cost tally has not been computed April 2019**
ON AVERAGE

• American Meal travels 1500 miles
• Data stored up to 12 different IT systems not including excel
• Of the 12 – only 3 are interoperable; the rest of the data remains in silos
Consumer Trust – How do we achieve it

- Transparency Valued: FMI & Label Insights
- 93 percent consumers
  - What is in food
  - How it’s made

https://www.labelinsight.com/transparency-imperative-report
HACCP Foundational Concepts – *Where, What, When, Why*

**KEY PRINCIPLE APPROVED PROCESS FLOW FOR FOOD**

1. Raw Material Received
2. Storage
3. Food Prep
4. Cooking
5. Cooling / Hot Holding
6. Consumption / Donate / Waste
Food Process Flow

IDENTIFIED LOCATIONS

- Receiving
- Cold Storage
- Hot Holding
- Prep
- Cooking
- Disposal
COMPANIES ARE ON DIFFERENT PLACES ON THE TRANSPARENCY PATH
## Product Expired

<table>
<thead>
<tr>
<th>Romaine Lettuce</th>
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<tbody>
<tr>
<td>(01) GTIN 016942000022</td>
</tr>
<tr>
<td>(10) LOT 190405</td>
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<tr>
<td>(21) SERIAL 001</td>
</tr>
</tbody>
</table>

## Product RECALL

<table>
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<td>5/18/2019 AD Organic FARM issued a Voluntary Recall of Romaine Lettuce</td>
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<tr>
<td>(01) GTIN 016942000022</td>
</tr>
<tr>
<td>(10) LOT 190517</td>
</tr>
<tr>
<td>(21) SERIAL 011</td>
</tr>
<tr>
<td>(17) Expiration date May 25, 19</td>
</tr>
</tbody>
</table>
Intelligent Prep – *Freshmarx Central*

**Product Expired**

Romaine Lettuce

(01) GTIN 016942000022
(10) LOT 190405
(21) SERIAL 001

**Product RECALL**

Romaine Lettuce

5/18/2019  AD Organic FARM issued a Voluntary Recall of Romaine Lettuce

(01) GTIN 016942000022
(10) LOT 190517
(21) SERIAL 011
(17) Expiration date May 25, 19
FreshCafe

ROMAINE SALAD

chopped romaine, shredded carrots

Dressing None

Contains: No Allergens

Servings per Container 1 Amount per Serving - 8oz
Calories 15 Calories from Fat 0

$6.00

800-543-6650 email
rbis.americas@averydennison.com

Real Food + Real People
Key Take Away

1. In 2019 - Consumer **demands for transparency** are increasing

2. Everyone is at **a different place on transparency path**

3. Intelligent **integrated solution based** on GS1 standards combining intelligent kitchen flow with consumer transparency
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