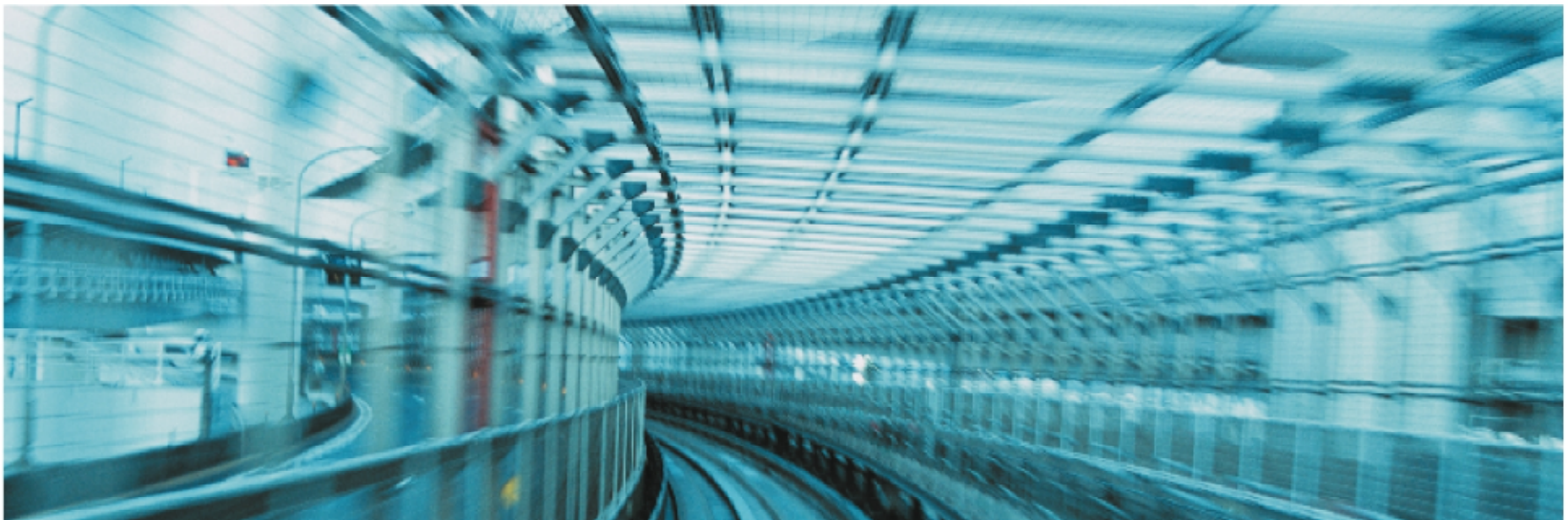


Establishing Trust Through Food Traceability

FXA/IBM

Chris Cave Jones - Consumer Products Industry Leader

26/05/2009



Let's build a smarter planet.



Product Recall Headliners

"China: Pork Contamination

By THE ASSOCIATED PRESS

Published: March 31, 2009

The police have arrested nine people and revoked the license of a livestock market owner in a case involving pork tainted with a chemical that made 70 people sick in Guangzhou, southern China's biggest city, an official said Tuesday.

"Ongoing outbreak of illnesses caused by *Salmonella* Typhimurium, identified peanut butter and peanut paste made at a peanut-processing plant in Blakely, Georgia, as sources of the outbreak To date, more than 2,100 products in 17 categories have been voluntarily recalled by more than 200 companies, and the list continues to grow. "
- FDA.gov, 19 Feb 2009

WHO's South-East Asia Regional Office is alerting Member States to possible dangers of distribution and consumption of melamine-contaminated milk products in the Region.

- WSJ, Apr08

"Ireland Recalls Tainted Pork, Warns 25 Countries
Posted Dec 7, 08 6:12 PM CST in Science & Health, World



Traceability

The ability to obtain and verify the location, status and history of an item.



in

Pharmaceuticals: Can I be sure my prescription drugs are not counterfeit?




Parts: Which parts were assembled in my car and are they authentic?



Food: Where does my food come from?



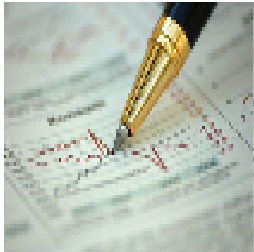
Returnable Containers: Do my suppliers have enough containers to meet my production needs?

 Let's build a smarter planet.



Business Drivers

Why companies today are looking at traceability



**Manage Corporate
and Product Risk**



**Comply with
Regulations**



**Gain Competitive
Advantage**





Food Product Categories

The World's Food Supply Benefits from Traceability





Full Chain Traceability Requirements

Collect, Store, Securely Share

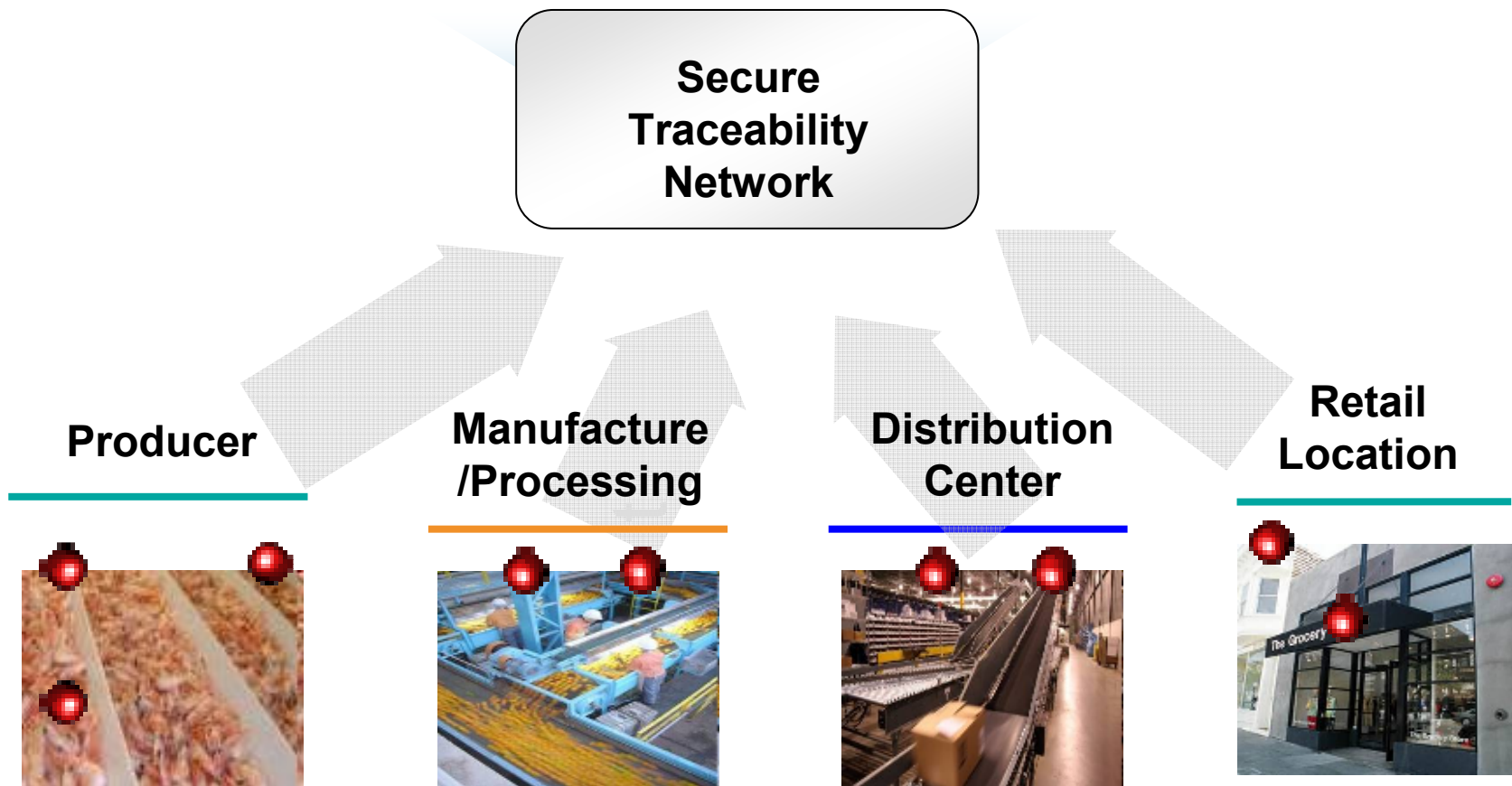
← **Visibility Across the Total Supply Chain** →





How Full Chain Traceability Works

Events are captured at various points in the supply chain, stored in a central location and can be securely shared with trading partners





Types of Information

WHAT

Manufa

- Lot/Batch
- Expiration

Environment Data

- Temperature

Transactional Data

- PO
- Invoice

WHY

Business Process

- Receipt
- Ship

WHERE


Location

- City/State
- Country/Region
- Store #
- Dock #
- Port #



WHEN

Time stamp

 Let's build a smarter planet.



GS1 Standard

EPCIS = EPC Information Services



RATIFIED STANDARD

A ratified EPCglobal standard defining the capture

INDUSTRY AND APPLICATION NEUTRAL

Crosses all industries, is user-extensible and allows each trading partner to keep their own data

SECURE INFORMATION EXCHANGE

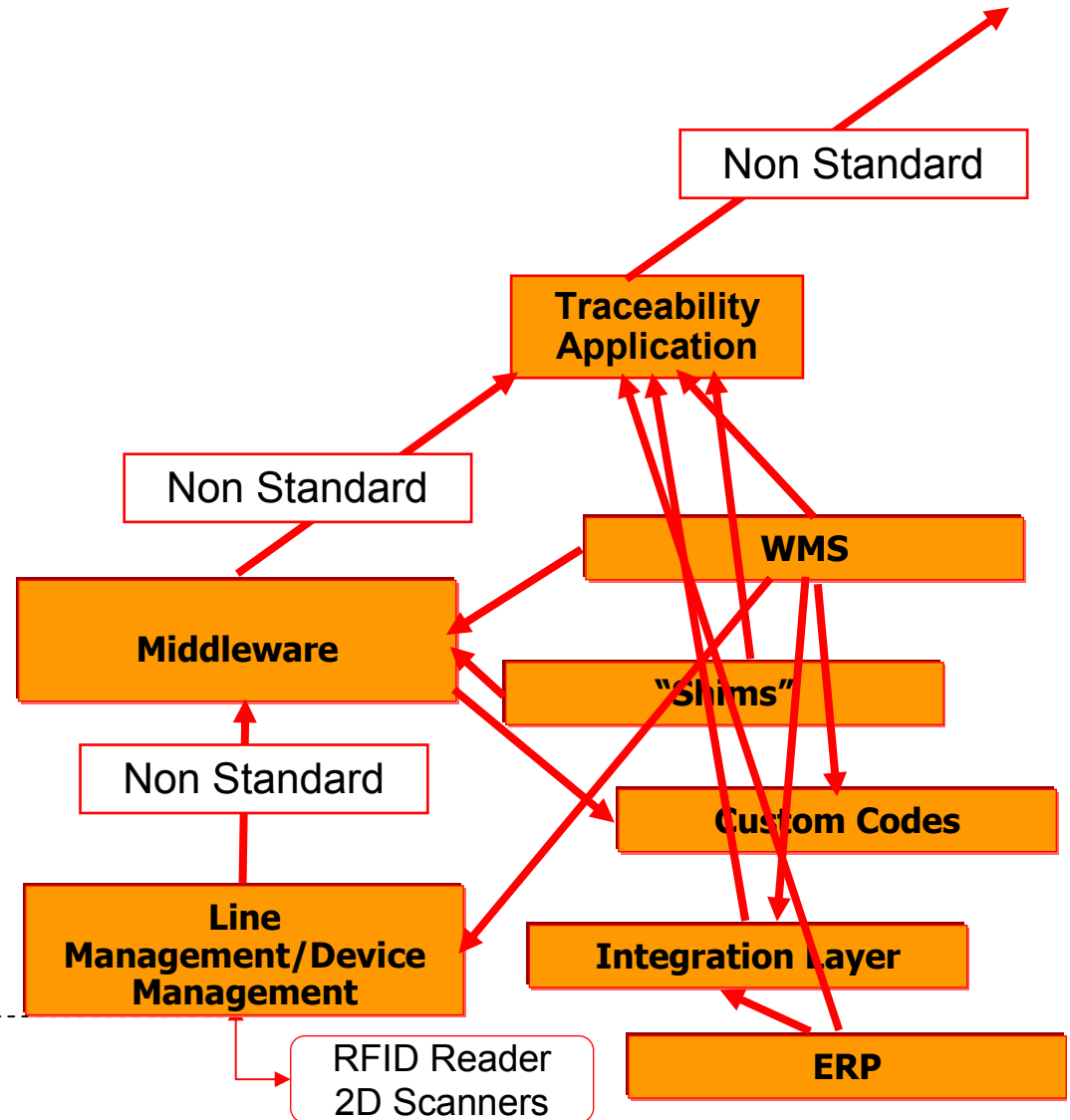
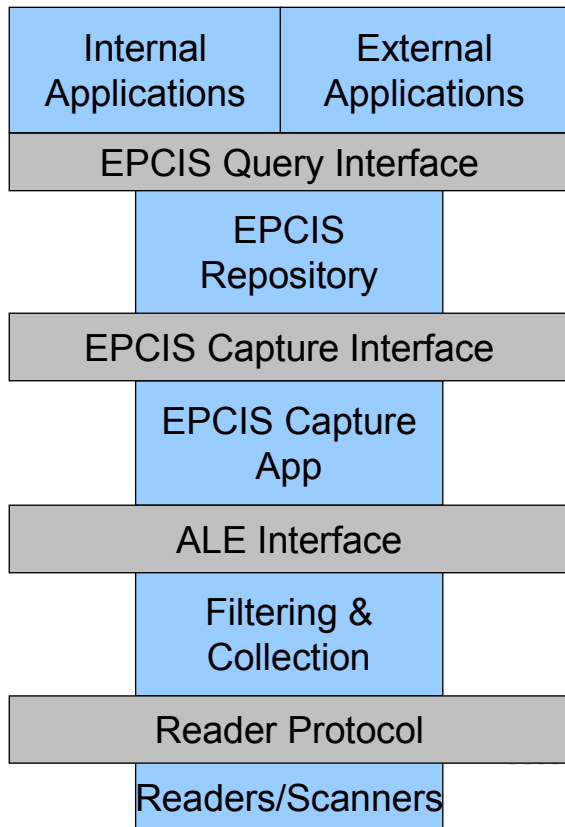
Leverages established security mechanisms and everyone controls their own data and decides who they want to share their data with




Reduce Complexity and Integration Costs



Standard Network Architecture



 Let's build a smarter planet.



Industry Leaders Adopting EPCIS

Retail



Automotive/Heavy Industry



JOHN DEERE

Pharmaceutical




Consumer Electronics



Consumer Products



 Let's build a smarter planet.



IBM

Matiq

From Farm to Fork Traceability


feeding your business
matiq



Increases consumer confidence in the quality of pork they purchase

Matiq

A subsidiary of Norway's largest food supplier uses IBM's solution to deliver the country's first of a kind farm to fork traceability

 Let's build a smarter planet.



IBM


Consumer Products Company

Perishable Goods Tracking



Goal: Reduce product waste by 10% per year

Perishable Goods Wholesaler
Food wholesaler uses IBM's solution to reduce product waste caused by temperature-related problems along the supply chain during transport and distribution.

 Let's build a smarter planet.



IBM

Introducing Our Trusted Partner - FXA



- FXA's Traceability Solution
- Experiences in Food Traceability
- Why IBM and FXA



FXA OpSmart

Electronic Data Exchange



Configurable User Interface



Web enabled



Secure data Storage



Permitted Data Access

PS Chick Receipts

Farm No	Supplier Farm Name	Grand PS FlockCode	Total Chick Receipt	Receive Date	Invoice No
<input type="checkbox"/> 14		AV57		11/07/2004	060000402
<input checked="" type="checkbox"/> 15	Pawlow Tiz w	02201401	20664	11/07/2004	060000410
<input type="checkbox"/> 14		AV57		11/07/2004	060000412
<input checked="" type="checkbox"/> 14	Dawson Tiz w	02201402	11440	11/07/2004	060000403

PS House Receive Inspections

Farm No	House No	PS FlockCode	Start Raising Date	Total Chick Receipt	Receive Date	Invoice No
<input checked="" type="checkbox"/> 14	01	HQ01	12/07/2004	10296	11/07/2004	060000403

PS Raising Chicks

Farm No	House No	PS FlockCode	Start Raising Date	Record Date	Age in Week	Gender	Time
<input checked="" type="checkbox"/> 14	01	HQ01	12/07/2004	20/07/2004	1-2		
<input checked="" type="checkbox"/> 14	01	HQ01	12/07/2004	20/07/2004	1-2		08:00
<input checked="" type="checkbox"/> 14	01	HQ01	12/07/2004	20/07/2004	1-2		14:00
<input checked="" type="checkbox"/> 14	01	HQ01	12/07/2004	20/07/2004	1-2		16:00
<input type="checkbox"/> 14	01	HQ01	12/07/2004	21/07/2004	1-3		

Traceability

- Flexible Search Parameters
- Bi-directional
- Drill Down
- Permitted Access



Let's build a smarter planet.



FXA Experiences

Betagro

Biotec – Black Tiger Shrimp Broodstock

Cameron farm – Hatchery and Nursery

Surajthani Shrimp Farm Cooperative

Tacheen Shrimp Farm Cooperative

Thathong Shrimp Farm Cooperative

Pakfood – 3rd largest manufacture

Grampian Foods

River Kwai

Taniyama

CPF

Chantaburi Frozen Food – Part of Rubicon group

Department of Fisheries

Department of Livestock Development

Department of Agriculture

National Bureau of Agricultural Commodity and Food Standards

And more...



Let's build a smarter planet.



FXA OpSmart Highlights

- Near Real-time Traceability
 - Secure
 - Navigation across Food Supply Chains
 - Trace with Customer Defined Variables
 - Flexible data input methods
 - Web enabled
 - RFID/Bar Code Compatible
 - Off-line data entry
 - Electronic Data Exchange with any Technology
 - Ease of Implementation
 - Configurable to Customer Process
 - Multi-lingual
-



Multiple Languages

The screenshot displays a web application interface for 'Sub contractor Farmer Registration - Wilai Jankam'. The interface is presented in Thai language. On the left, there is a sidebar menu with various navigation options. The main content area is divided into several sections:

- Personal Details:** A section for entering personal information, including name, ID number, and address.
- Registration Information:** A section for entering registration details, including date of birth, gender, and marital status.
- Registration Number:** A section for entering the registration number.
- Registration Fee:** A section for entering the registration fee.
- Registration Type:** A section for selecting the registration type.
- Registration Status:** A section for selecting the registration status.
- Registration Date:** A section for selecting the registration date.
- Registration Location:** A section for selecting the registration location.

The interface includes a sidebar menu with options like 'Welcome English Operator User', 'Personal Details', 'Registration Information', 'Registration Number', 'Registration Fee', 'Registration Type', 'Registration Status', 'Registration Date', and 'Registration Location'. The main content area has a header with 'Sub contractor Farmer Registration - Wilai Jankam' and a navigation menu with 'Personal Details', 'Registration Information', 'Registration Number', 'Registration Fee', 'Registration Type', 'Registration Status', 'Registration Date', and 'Registration Location'. The form fields are labeled in Thai, and there are buttons for 'เพิ่ม / แก้ไข' (Add / Edit) and 'บันทึก' (Save).



Translation Editor

Welcome FXA Admin
15-Jan-2003

Tools

- Manufacturer
- Sub-contractor
- Sub-contractor Farmer
- Farmer
- User
- Licenses
- Organization role types
- User role types
- Relationship type maintenance
- Activity type maintenance
- Other described object type
- Report maintenance
- Process definition
- Regulations
- Subscriber
- Application maintenance
- Translation editor
- Fertilizer maintenance
- Pesticide maintenance

Logoff

Translation Editor

Find

Language to edit:

Select option: Missing phrases Search

Find what: in

Sys language	English	Japanese
Farmer	Farmer	農家
Farmer Address	Farmer Address	農家住所
Farmer code	Farmer code	農家コード
Farmer code should be in 'XXXXXXXX' format	Farmer code should be in 'XXXXXXXX' format	農家コードは'XXXXXXXX'形式でなければいけません。
Farmer Contact Address	Farmer Contact Address	農家連絡先
Farmer Dashboard	Farmer Dashboard	農家ダッシュボード
Farmer Details	Farmer Details	農家の詳細
Farmer details successfully updated.	Farmer details successfully updated.	農家の詳細が更新されました。
Farmer district	Farmer district	農家の所在地区名
Farmer group	Farmer group	-
Farmer Location	Farmer Location	農家の所在地
Farmer Lookup	Farmer Lookup	農家ルックアップ
Farmer name	Farmer name	農家名
Farmer name is mandatory	Farmer name is mandatory	農家名は必須入力です。
Farmer province	Farmer province	農家の所在県名
Farmer QuickLookup	Farmer QuickLookup	農家クイックルックアップ
Farmer registration	Farmer registration	農家の登録
Farmer Registration	Farmer Registration	農家の登録
Farmer Report	Farmer Report	農家レポート

Done Local intranet



Backward Trace

The screenshot shows a web browser window titled "OpsSmart - Microsoft Internet Explorer" with the address bar displaying "http://fxa1/cpf/opssmart.asp". The page features the "foxa group" logo and the "TraceltSmart" title. A navigation menu includes "Home" and "Applications". The main content area is titled "Traceby Forms" and contains a "CPF Trace" section with a "Click on icon to search" instruction and a "History" link. A process flow diagram is displayed, showing the following steps: MAT RCT SP, RM LAB, DEHEAD, LOT REG, SIZING RCT, PREL, DIP SK MAR, FORMING, COOKING, SHRMP SELL, FREEZING, PACKING, PACKAGING, and SHIPMENT. The diagram uses arrows to indicate the sequence and flow of the process, with icons representing each step.



Trace from Shipment

Trace Criteria Chosen: Invoice Number = PK001110851

OpsSmart - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Word Pad Notepad Paint Internet Options

Address <http://amata/pakfood-test/opssmart.asp> Go Links

foa group TraceltSmart™

Home Applications Logoff

Welcome ORGADMIN
11-Aug-2008

Internal Trace

- Pakfood Trace
- Inspection Trace
- Other RM Lab Trace
- PKF Trace
- PAKFOOD-TEST Loop
- PKF Recursive Trace
- Pakfood

Logoff

Trace By

Search Criteria - Shipment Form

Order No	<input type="text"/>	Invoice Number	<input type="text" value="PK001110851"/>
Customer Code	<input type="text"/>	Customer Name	<input type="text"/>
Shipment Date	<input type="text" value="19"/>	Packing Lot Number	<input type="text"/>
Product TYC Code	<input type="text"/>		

Trace Loop Trace Backward Trace Across Trace Forward Search Reset



Trace Results at Shipment

OpsSmart - Microsoft Internet Explorer

Address: http://amata/pakfood-test/opssmart.asp

foxa group **TraceltSmart™** Home Applications Logoff

Internal Trace

- Pakfood Trace
- Inspection Trace
- Other RM Lab Trace
- PKF Trace
- PAKFOOD-TEST Loop
- PKF Recursive Trace
- Pakfood

Logoff

PKF Trace - Generation No : 0

Click on icon to search [History](#) [View Search](#)

Shipment Form

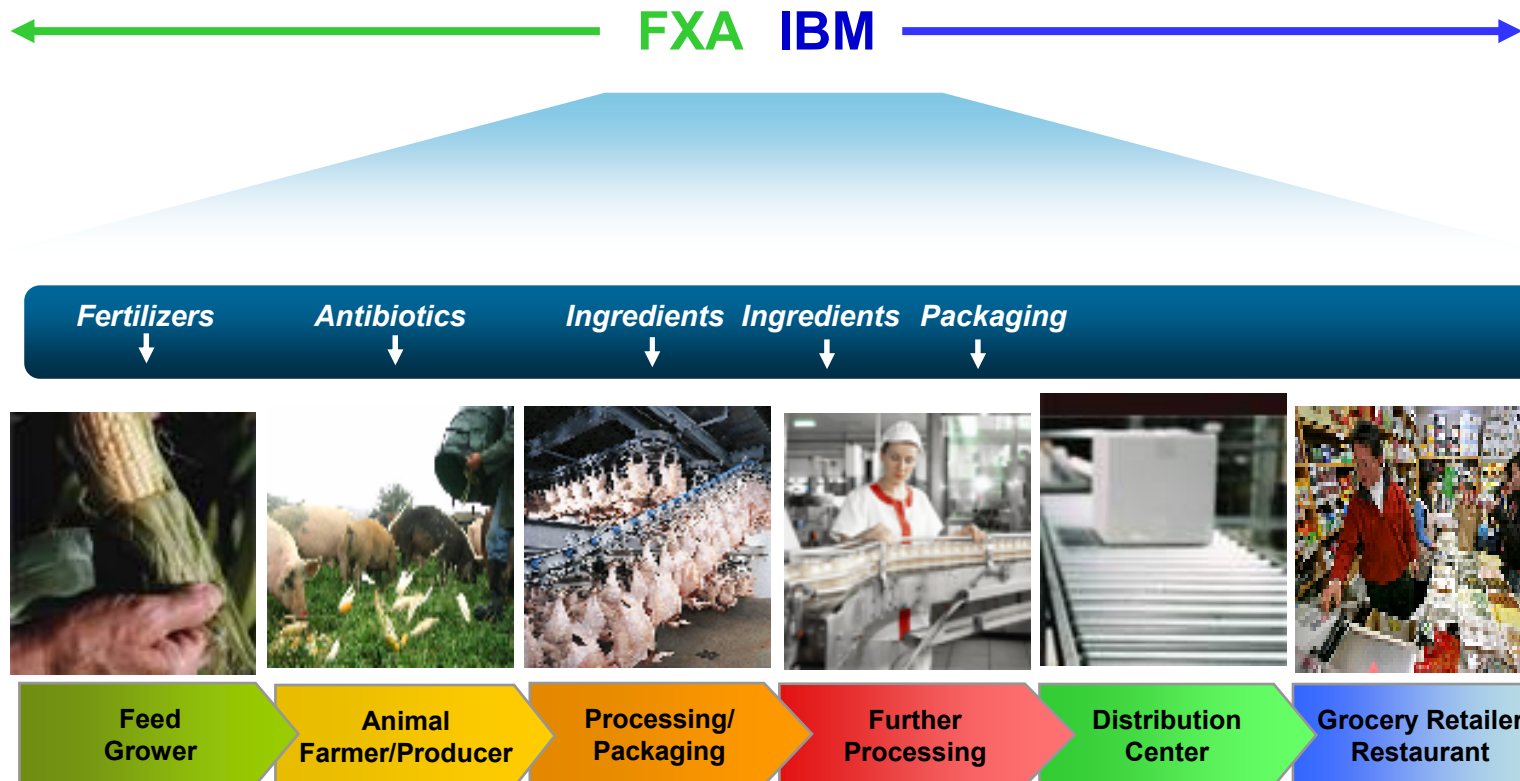
<input type="checkbox"/> Invoice Number	Order No	Customer Code	Customer Name	Shipment Date	Destination Name	Container No	Packing Lot Number	Product TYC Code	Qty
<input type="checkbox"/> PK001110851	ORD001/PK110851	AMERICAN	SIAM CANADIAN/AMERICAN	12/08/2008	U.S.A.	CN00111082008			
<input type="checkbox"/> PK001110851	ORD001/PK110851	AMERICAN	SIAM CANADIAN/AMERICAN	12/08/2008	U.S.A.	CN00111082008	MPLN0110851	TYC01110851	

Done Local intranet



A Partnership for Full Chain Traceability

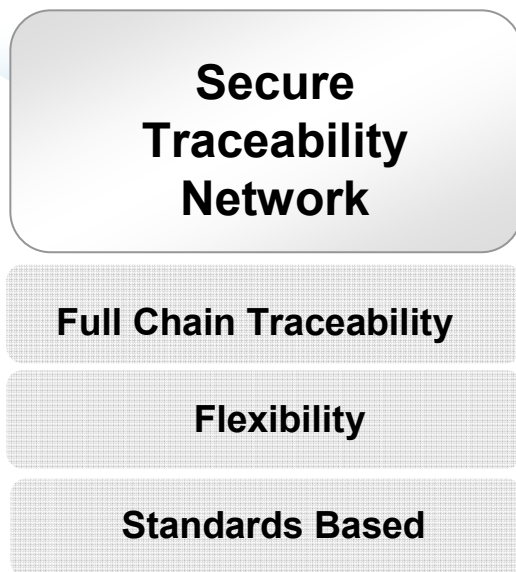
Collect, Store, Securely Share





IBM/FXA Traceability

Summary Highlights




Optimize Supply Chain

Enable Efficient Recalls

Secure Export Market

Mitigate Risk

Compliance

 Let's build a smarter planet.



Questions?
