5 Biggest Mistakes in Food Traceability ... And How to Fix Them
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Barcoding, Inc. is a national systems integrator, specializing in the development, deployment, and management of supply chain and mobility systems based on automated data capture and wireless technology. www.barcoding.com.
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MISTAKE 1: Ignoring Compliance

Don’t make the mistake of minimizing or ignoring growing government regulations and compliance mandates.
Food Traceability is Here to Stay

Growing public health concerns. More FDA and industry mandates. Increased demands created by accelerating food safety legislation and industry regulations as well as laser focus on consumer safety.

On top of all that – rising operational costs may make it difficult to get started.

What’s Your FIX?

A cost-effective food traceability solution that helps you improve operational efficiency and gets employees up to speed while also meeting current (and future) compliance.

With a food traceability solution, every single pallet, case, or item tells its story anywhere, anytime. Now your products give buyers valuable information: where did the product come from and is it fresh and safe.
KEY BENEFITS

Of a Food Traceability Solution

• Achieve your buyer and industry compliance requirements quickly and cost-effectively.
• Provide your retail and foodservice customers with controlled access to distribution, quality, and food safety information when and where they need it.
• Improve your operations with direct quality feedback from customers.

“Find hidden ROI from these standards – and put compliance to work for you.”
End-to-end Visibility and Control

Look for a provider that can source a complete solution: from route accounting and fleet management to inventory control and warehouse management software.

Find a solution that utilizes industry-leading AIDC (automated identification and data capture) to streamline the diverse conditions and processes common across food distribution and manufacturing.

“Use rugged hardware and WMS to make your warehouse a competitive advantage.”

Get Intermec’s CK 71 – Built for the Warehouse
Don’t make the mistake of downplaying or ignoring the importance of effective, smart labeling for food traceability.
Chain of Custody Labeling

Improve your ability to track and orchestrate the movement of food products from farm to fork.

In a recent Produce Marketing Association and United Fresh Produce Association survey, 70 percent of contacts surveyed in the fresh fruit and vegetable industry were actively pursuing implementation of the seven-step Produce Traceability Initiative (PTI). Step five of this initiative requires the application of bar coded case labels carrying essential traceability information (GTIN and Lot/Batch #).
Benefits of Chain of Custody Labeling

- Improved **item traceability**
- Increased **accuracy** by printing at the point of activity
- **Assured compliance** with developing government and industry standards (see Mistake 1)
- Durable, high contrast print for **optimum scanning** performance
- **On-demand generation** of high quality labels for item traceability
- Media portfolio with comprehensive durability **tailored to application requirements**

**BONUS:** Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together.
Country of Origin Labeling

With a Country of Origin Labeling solution, you can print shipping labels and recordkeeping documentation through a single printer.

The **shipping label and packing slip are printed as a single integrated unit**, reducing processing steps, eliminating mismatch errors, and reducing the cost of system setup and maintenance.

These two complementary components (printer and media) accomplish mandated compliance simply and efficiently.
MISTAKE 3:
Not Working in “Real Time”

Don’t make the mistake of having disparate systems or a weak, spotty, or unsecure wireless network. It puts everything else you’re doing at risk.
Track and Trace Info in Minutes
Make sure your warehouse talks to your trucks and that operations has **visibility into all aspects of the business in “real time”**.

Use rugged handheld computers with location (GPS) and communications (WWAN & WLAN) capabilities to provide real-time corporate database updates. You can pinpoint necessary track and trace information in minutes – far outpacing the 24 hours dictated by regulation.

Track Goods in Transit
Real-time mobile solutions allow you to track your goods, determine the best routes for your drivers, increase accountability, and speed up the entire process.

Schedule a Wireless Consultation
The use of wireless devices is common ... threats to valuable info on your servers & computers are now far more critical.”

KEY STEPS TO SECURITY

• Locate gaps, weaknesses, rogue APs, and other threats to your business
• Accommodate for any new physical structures or issues that could affect signal strength of your wireless network
• Identify potential sources of disruption and interference to your network such as new walls, doors, elevator shafts, etc.
• Plan for future upgrades
• Plan for “Bring Your Own Device” with new security policies and mobile device management (See Mistake 4)
MISTAKE 4: Not Using the Right Device

Don’t make the mistake of “hoping” that old, out-dated equipment or consumer equipment can give you all you need for your traceability initiatives.

Don’t compound your mistake and forget to have device management.
Traceability is serious business – you need technology capable of supporting food traceability programs by improving efficiency, safeguarding public health, increasing customer satisfaction, and providing the means to comply with FDA mandates.

Rugged Enterprise-Grade Devices

Why choose rugged?

Platform/ Lifecycle
Think about software updates and device availability. If replacement devices are needed (as they often are with consumer devices), will you be able to acquire new devices with the same build? How will you manage a mixed deployment and/or updates to devices already in the field?

Cost
Focusing solely on acquisition costs is short-sighted and may be more costly in the long run. It’s important to consider the TCO (total cost of ownership) – the calculation and financial estimate of all direct and indirect costs associated with the purchase of an asset over its entire lifecycle.
Why Device Management?

Without a MDM solution, you won’t be able to handle device lifecycles, security, applications and content, or diagnostics as your traceability solution grows or changes to meet new requirements.

Look for a solution with:

- Centralized management console
- Real-time support
- Reactive and proactive management
- Complete lifecycle management
- Over-the-air configurability

Benefit

Push HW & SW updates remotely to devices in the field – no more manual provisioning in the warehouse!

SOTI’s MobiControl is a leading MDM provider
MISTAKE 5: Not Using “Proof of Delivery”

Don’t make the mistake of using paper-based forms. Don’t accept costs of overages, shortages, and damages (OS&Ds) as “part of the cost of doing business.”
Food Distribution – A Unique Case

Many of the elements necessary to attain accurate and complete traceability information while accepting and moving goods are now part of the handheld devices. Because distribution companies are in the unique position of delivering products, but not labeling or coding them, they must make adjustments within their systems to accept a wide variety of barcodes to capture the PTI information (See Mistake 2).

By incorporating these features into your new system, you will be prepared to accommodate new PTI information as it emerges.
Are Your Deliveries at Risk?
How do you manage your drivers and track goods?

✓ Is this done in one fully integrated system or with several pieces operating in parallel? Are you optimizing your fleet and driver utilization?

✓ If your drivers have been on the route for years, are they still performing tasks in the optimal manner?

✓ How prepared are you for the impending regulatory changes that will impact your driver productivity?

✓ Are your fleet vehicles operating efficiently?

✓ Do you take many customer calls for updates on deliveries? Do you monitor driver progress through the day? Is it with traditional methods of geofencing or breadcrumbing via global positioning systems (GPS)?

Contact Barcoding to discuss your answers

5 Biggest Mistakes in Food Traceability
What Have You Learned?

**Mistake 1: Ignoring Compliance**
✓ **FIX:** Be prepared by implementing a complete food traceability solution.

**Mistake 2: Not Labeling Effectively**
✓ **FIX:** Implement chain of custody labeling and country of origin labeling solutions.

**Mistake 3: Not Working in “Real Time”**
✓ **FIX:** Utilize secure and optimized wireless networking solutions.

**Mistake 4: Not Using the Right Device**
✓ **FIX:** Upgrade to the latest rugged technology and use device management.

**Mistake 5: Not Using “Proof of Delivery”**
✓ **FIX:** Review your delivery process and implement a POD solution that fits your needs.
If you’re interested in a free consultation from Barcoding, Inc., please contact us today. Let us put you on the path to a complete, manageable food traceability solution.