Electronic traceability:
the theory (part 2 of 4)

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The agenda

- Traceability concepts
- Stakeholder views
- Why is traceability important?
- Traceability principles
- Implementing traceability
- Stakeholder benefits of electronic traceability
- Additional materials
    - Types of traceability systems

Stakeholder views about food traceability

- **Different stakeholders have different views**
  - Public authority
  - Consumers and their representatives
  - Operation managers
  - Financial managers
  - Quality managers
  - Supply chain managers
  - Retailers
  - Services providers …
    - *Size matters!*
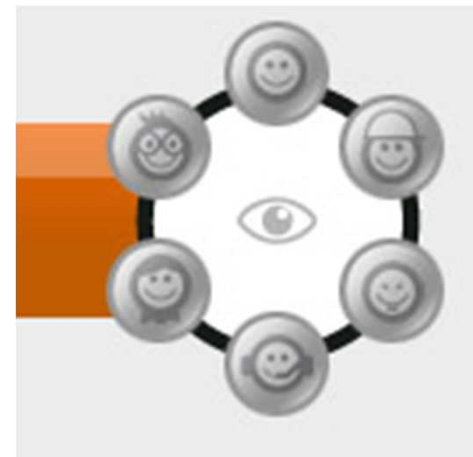
Stakeholder views about food traceability

- **Videos showing stakeholder views**
  - Public authority
    http://www.foodtraceability.eu/page/public-main

  - Consumers
    http://www.foodtraceability.eu/page/consumer-main

  - Operation managers
    http://www.foodtraceability.eu/page/operational-main

  - Supply chain managers
    http://www.foodtraceability.eu/page/supplychain-main

  - Quality managers
    http://www.foodtraceability.eu/page/quality-main

EXAMPLE:
BIRDS NESTS

Involving the consumer

- **Birds nests are an extremely high valued product**
  - Retail price up to 2,000 USD-10,000 USD/kg
  - By far biggest market: China

- **Extremely high fraud rate**
  - Estimated up to 60% of nests in Chinese market

- **VeriLabel bird nest authenticity solution:**
  - A consumer can check each nest at the shop using a mobile phone
  - The application will warn the consumer if there are doubts about whether the nest is genuine
  - The user will also receive specific information about the nest and its processor that will help him to make the purchase decision
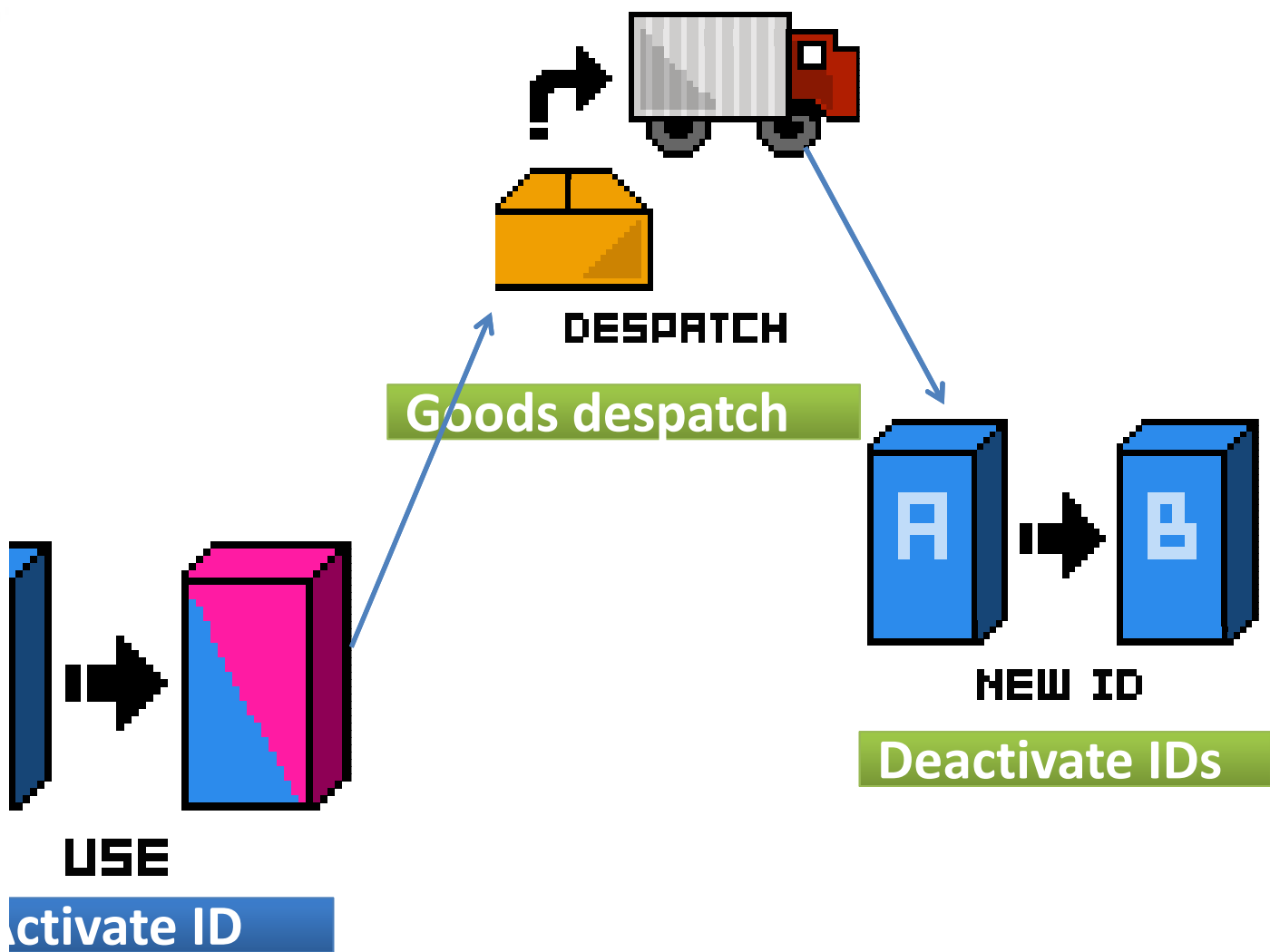
How does it work?

- The VeriLabel system relies on traceability information from the supply chain, including retailer point of sale, to determine whether a product is authentic or not

- Patented hardware, integrated into point-of-sales equipment, allows the authentication at the moment of purchase with any cashier system

VeriLabel®

DESPATCH

Goods despatch

NEW ID

Deactivate IDs

USE

ctivate ID