



TRACEABILITY SYSTEMS IN THE POULTRY MEAT SECTOR

Presented by Justin Carton
Director Manor Farm, Ireland

Welcome Home...



Carton Brothers, Poulterers

Agenda

- A bit about who we are
- Traceability Systems
- To round up :- Effective Traceability





Traceability and Recall





Carton Brothers, Poulterers

- Started 1775.
- Turnover €250m.
- 824 employees.
- Family company, 8 generations.
- Introduced broiler chickens to Ireland.
- First chicken with farmers name on the label.
- 160 contracted farmers.





Company Attributes

- Ireland's leading chicken company.
- Vertically Integrated Supply Chain.
- Annyalla Hatchery in Co Monaghan, Ireland.
- Complete traceability (farmers name on pack).
- Our own Feed Mill in Shercock – crunch feed.
- Our own processing plant in Shercock.
 - Upgraded 2005 €17m 1m birds per week capacity.
- Contracted professional growers.





What Cartons Stands For

- Quality Irish chicken.
- Quality facilities.
- Hatchery/Feed Mill/Plant/Farms.
- Good people – Farmers and company personnel alike.
- Highest Animal Welfare Standards.
- Over 99.5% Service Level to Customers.
- Support Services.
- “Great Food with Care”.



Carton Brothers Facilities and Suppliers



Feed Mill Shercock



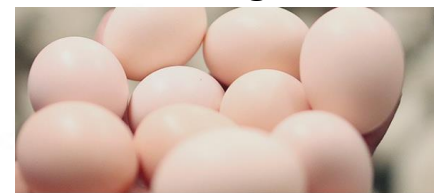
Processing Plant
Shercock

Free Range farm



96 Broiler Farms (6NI)
33 Breeder Farms
16 Free Range Farms

Annyalla Hatchery
Monaghan

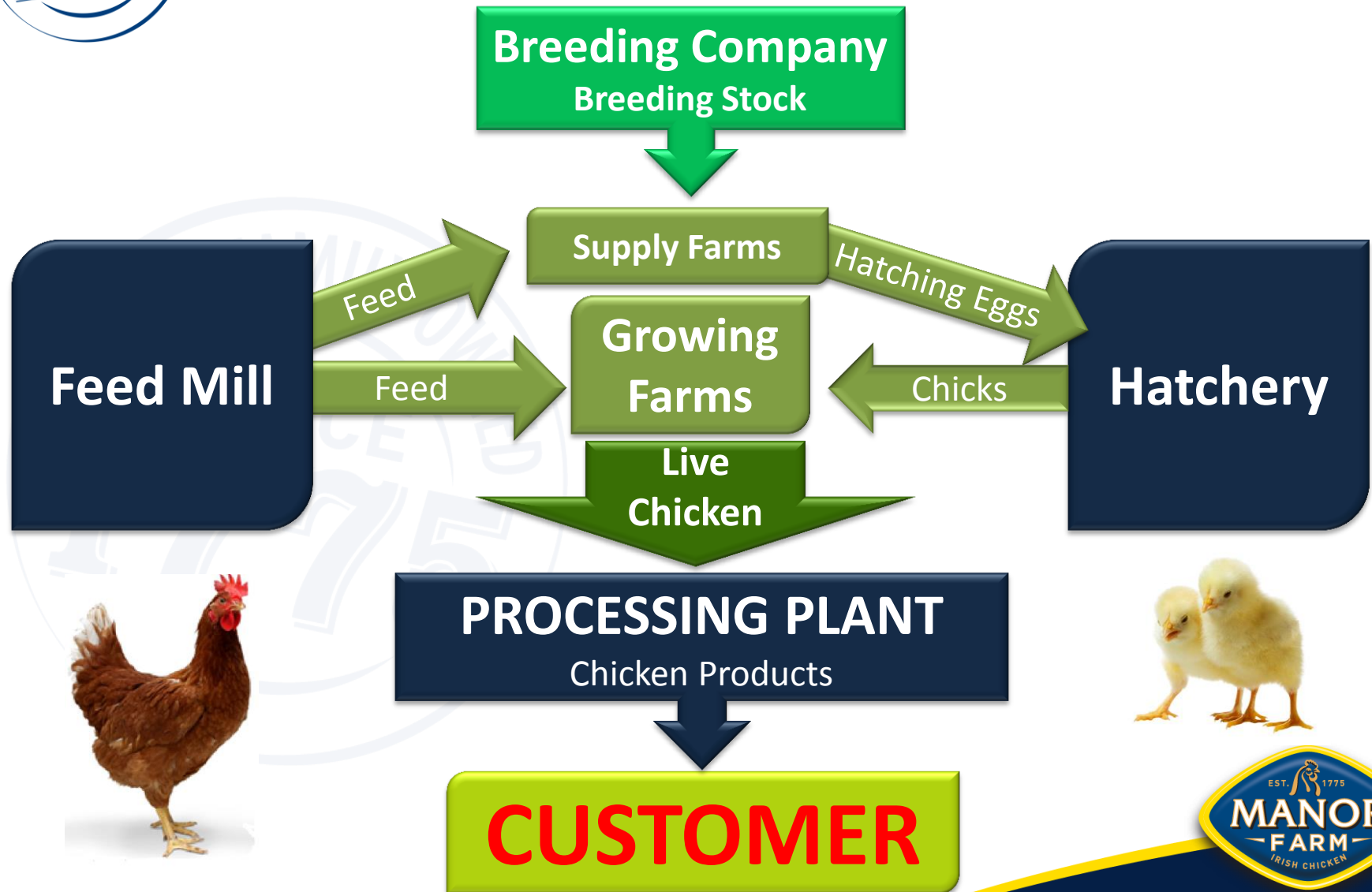


Head Office
Bracetown Co Meath





Vertically Integrated Production



Quality Assurance

- Department of Agriculture Approved Processing plant
- Bord Bia Approved Processing Plant and Grower Farms
- 100% score in GS1 Traceability Audit
- Company challenge Standards as they become available
 - BRC Version 7 Grade A (Sept 2015)
 - ISO 22000 – 1st Poultry Plant in Ireland to achieve Standard
- EIQA Hygiene and Food Safety Awards winners 2008,2010,2012 to 2015
- Repak Members of the Year 2014 and Best Packaging Prevention Initiative
- Award winning products



Blas na hEireann 2015
The Irish Food Awards
www.irishfoodawards.com

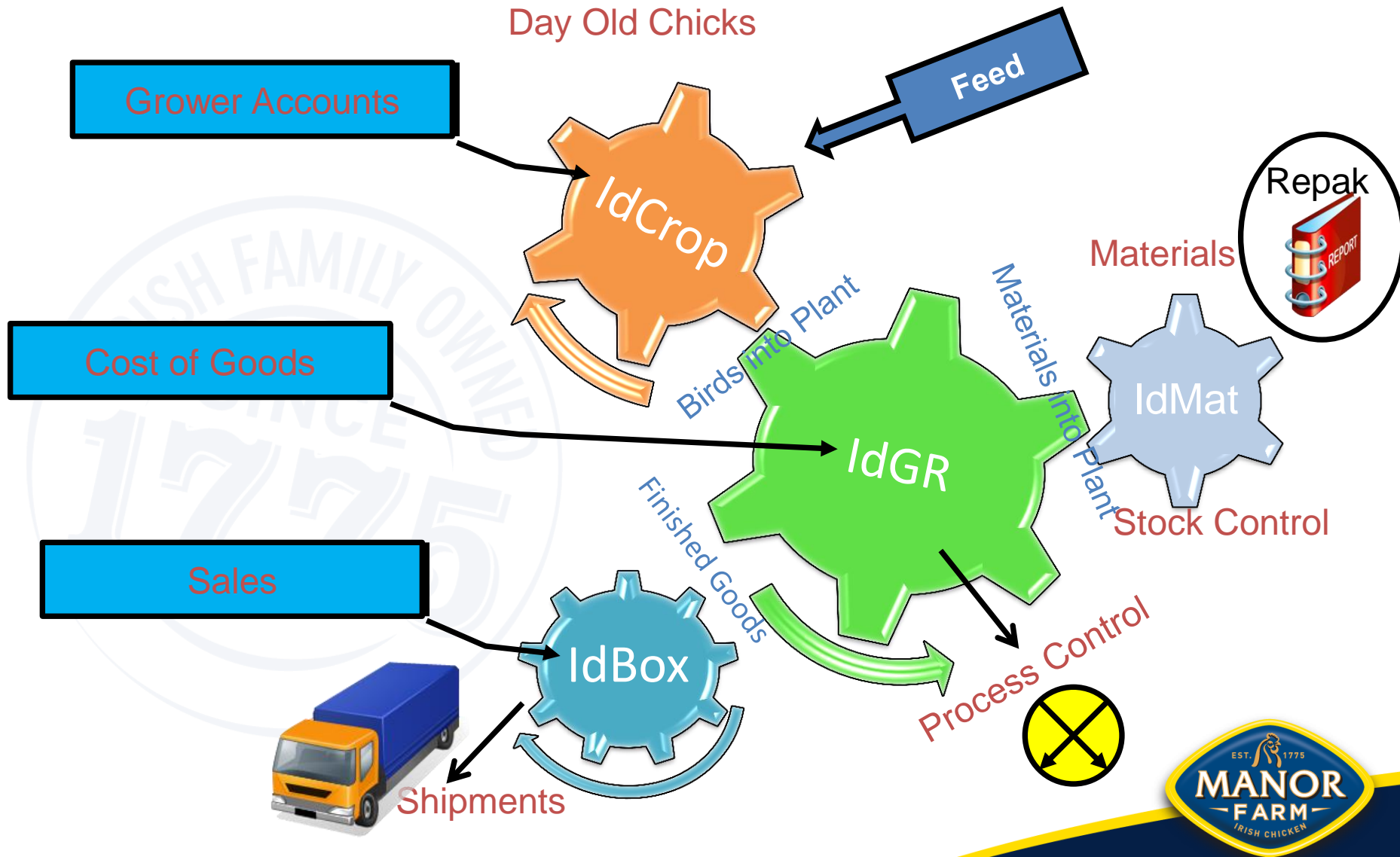


Traceability Systems

- If you have one... throw it **out**
- Traceability is not a system...
- It's a method of doing business



Closed Loops



A few pointers on Traceability



Traceability = Recall

A recall list should take
less than 60 seconds





Our IT Policy

WE LOVE BILL



Microsoft®



The basis of Traceability Communication

Language

Native speakers

Mandarin

845 million (2000)

Spanish

329 million (1986-2000)

English

328 million (200-2006)

Arabic

206 million (1999)

Bengali

181 million (1997-2001)

Portuguese

178 million (1998)

Russian

144 million

Japanese

122 million (1985)

Punjabi

109 million (2000)

Traceability is about two identities communicating facts about something to each other



The Current Language is Barcodes





Type of barcode



Use  GS1 Standards



So for Traceability this means

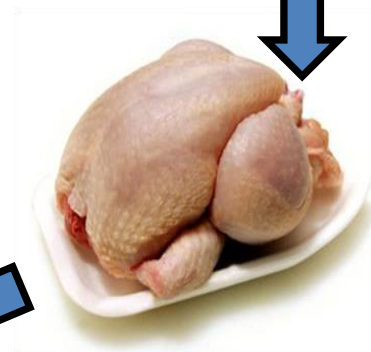
- Starting with the smallest unit of traceability in our supply chain.
- Today a consumer unit and/or case.
(Tomorrow GS1 Databar, IoT)
- Identify exactly this unit. GS1 – GTIN
- What units are being transported together.
GS1 -SSCC



Effective Traceability



Andy Boylan



Welcome Home...

Thank you for listening and...







Welcome Home...