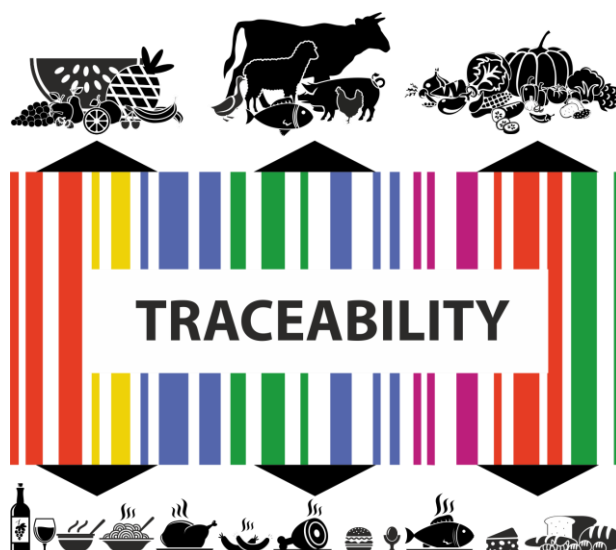


# Traceability of Agricultural Produce

**UNECE Conference, 3 November 2015**

**Palais des Nations, Room VII, Geneva, Switzerland**

**10:00 to 18:00**



**United Nations Economic Commission  
for Europe (UNECE)**

# UNECE Conference on Traceability of Agricultural Produce, 3 November 2015

## Background

Over the past years and driven by concerns about food safety, quality, authenticity and reliability of information along the entire supply chain, traceability has become increasingly important for the agricultural sector and an important requirement in food safety and quality regulations, management and certification processes.<sup>1</sup>

The advantages of traceability are manifold. They include improved product authenticity and secure, reliable information on origin and production methods (more complete records on the where, when and how agricultural produce was produced, traded and processed) thus enhancing product quality, management and supply chain systems. Traceability also enables better risk management when it comes to food safety or animal health issues and, when necessary, more targeted recalls. Traceability is thus a means to create confidence, trust and sustainability in trade relations for regulators, consumers, traders and buyers in the supply chain.

While these advantages are undeniable and increased access to data is reassuring, traceability comes at a cost, in particular for small-scale farmers of fresh fruits and vegetables, transition and developing country traders. In a sector with dwindling margins and a desire and necessity to take part in international trade, finding affordable traceability solutions therefore remains a challenge.

Currently, requirements for traceability in agriculture are mostly restricted to keeping records of the origin and destination of products one step up and down the value chain. There is therefore room for producers, users or regulators to determine the breadth, depth and extent of traceability and the related systems. This has led to a multitude of different ways for how traceability is currently interpreted and implemented, and to a variety of solutions ranging from specific labelling requirements to manual exchange of data and dedicated (often-costly) software supported systems.

At the same time, regulators' concern for full origin identification, both for food safety reasons and in an attempt to limit fraud and meet growing consumer demand for information on origin, production methods, and sustainability / social responsibility practices, have led to an increased demand for more transparent traceability systems. Finding simple, efficient and coordinated solutions is therefore becoming a crucial issue.

## Objectives and outcome

Traceability concerns all UNECE agricultural standardization groups (fresh fruit and vegetables, nuts and dried fruit, meat and seed potatoes) and as well as other UNECE bodies such as United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT). Traceability also links closely to the United Nations' wider effort to improve sustainable consumption and

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<sup>1</sup> Traceability has many definitions. The Codex Alimentarius Commission defines traceability as the ability to follow the movement of food through specified stages of production, processing and distribution. According to European legislation, 'traceability' means the ability to track any food, feed, food-producing animal or substance that will be used for consumption, through all stages of production, processing and distribution.

production patterns in agriculture as a key driver for more inclusive growth, resource efficiency and safe food.

The UNECE conference on traceability of agricultural produce will bring together experts from the public and private sectors, international organizations and NGOs to discuss and review food traceability issues in general and specific technical options and case analysis in particular. The conference will exploit the possibilities of more secure labelling and marking requirements to ensure traceability along the supply chain and cover solutions for all agricultural sectors from seed to fruit, meat or nuts.

The conference will attempt to identify realistic, efficient and affordable ways forward for:

- regulators to ensure better traceability as a means to limit food safety issues and fraud;
- the private sector to comply with regulations and reap the benefits of an ever increasing market for safe and traceable food while improving their supply chain management capacities; and
- those who lack the resources for sophisticated traceability systems to explore ways to comply with traceability requirements.

The conference will also look into how international marketing and quality standards can support traceability efforts, e.g. through labelling requirements or secure code marks. Ideas and recommendations from the conference will provide input to the discussions in UNECE and its Working Party on Agricultural Quality Standards.

# Programme

Time	Session	Venue: Meeting room VII
10.00 – 10.20	<b>Opening remarks</b> <ul style="list-style-type: none"><li>- Andrey Vasilyev, Deputy Executive Secretary, UNECE</li></ul> <b>Introductory remarks by the co-chairpersons</b> <ul style="list-style-type: none"><li>- Ian Hewett, Market Measures Trader Manager, Rural Payments Agency, UK</li><li>- Agnieszka Sudol, Main Specialist, Agricultural and Food Quality Inspection, Poland</li></ul>	
10.20 – 11.20	<b>Traceability: main issues</b>  <b>Purpose, opportunities and challenges of traceability - why, for whom and how?</b> <ul style="list-style-type: none"><li>- Diane Taillard, Director Consumer Safety &amp; Traceability, GS1 Global Office</li></ul> <b>Tracking social responsibility/labor</b> <ul style="list-style-type: none"><li>- Carla Henry, Senior Specialist, Agriculture and related sectors, Sectoral Policies Department, ILO</li></ul> <b>Costs and benefits of traceability – industry perspectives</b> <ul style="list-style-type: none"><li>- Dr. Ana Bermejo, Food Safety and Law Specialist, International Nut and Dried Fruit Council</li></ul>	
11.20 – 11.40	<i>Break</i>	
11.40 – 13.00	<b>Supporting traceability: success and failures of current approaches and systems</b>  <b>Traceability requirements in private and public standards and management systems, and links to sustainability</b> <ul style="list-style-type: none"><li>- Joseph Wozniak, Programme Manager, Trade for Sustainable Development (T4SD), International Trade Centre of UNCTAD/WTO</li></ul> <b>ISO standards for traceability in the feed and food chain</b> <ul style="list-style-type: none"><li>- Marie-Noëlle Bourquin, Technical group manager, Standards development, International Organization for Standardization (ISO)</li></ul> <b>UN/CEFACT standards for information exchange and traceability in agricultural trade</b> <ul style="list-style-type: none"><li>- Markus Pikart, Economic Cooperation and Trade Division, UNECE</li></ul> <b>Experience with labels, code marks and their limitations</b> <ul style="list-style-type: none"><li>- UNECE's Specialized Sections on Meat, Fresh Fruit and Vegetables, Dry and Dried Produce and Seed Potatoes</li></ul> <b>Discussion / Q&amp;A</b>	
13.00 – 15.00	<i>Lunch break</i>	

15.00 – 17.00 **Tracing back from plate to farm:  
Traceability systems of global buyers and for key agricultural products**

**Metro Fish Traceability Solution**

- Jens Kungl, Supply Chain Management, Metro Systems, and
- Ralph Tröger, Senior Manager Identification/Data Carrier, GS1

**Traceability systems in the poultry meat sector**

- Justin Carton, Director, Manor Farm, Ireland

**Traceability requirements for fresh fruit and vegetables, meat and meat products in Germany**

- Oliver Thelen, QS Qualität und Sicherheit GmbH

**Traceability of seeds**

- John Kerr, Head of Seeds, Varieties and Pesticides Division, Science and Advice for Scottish Agriculture (SASA)

**Enabling developing countries to implement traceability as a means to manage SPS risks for market access: Support provided by the STDF**

- Kenza Le Mentec, Project coordinator, Standards and Trade Development Facility (STDF) at the World Trade Organization (WTO)

**Discussion / Q&A**

17.00 – 17.15 *Break*

17.15 – 18.00 **Opportunities, challenges and the way forward**

**Roundtable discussion**

- *What are the main practical problems with the implementation and application of traceability?*
- *What are the technical opportunities and limitations?*
- *What are further needs for data harmonization?*
- *What are the links to agricultural quality standards, and how can agricultural quality standards support traceability efforts?*
- *How can we ensure that increasing traceability requirements do not exclude small farmers or developing and transition countries from global value chains?*

**Summary and conclusions by the co-chairpersons**

# Getting Started

## Registration

To attend the Conference, and the meeting of the UNECE Working Party 7 (WP.7) on Agricultural Quality Standards on 2-4 November 2015, registration is required. Participants are encouraged to register online as soon as possible, or before 26 October 2015.

Please go to: <https://www2.unece.org/uncdb/app/ext/> to create your UNECE profile. If you have already participated in UNECE meetings, your profile will have some information pre-filled upon creation. You will be requested to enter the following code for the meeting: 35554.

Once your profile and registration is completed, you will receive your conference registration form. Please print, sign and bring it along to Geneva, to show the registration desk.

In case you are not able to access the online registration form, please send an e-mail to the secretariat at ([Subashini.Narasimhan@unece.org](mailto:Subashini.Narasimhan@unece.org)) or fax to (+41 22 917 0037) requesting for a registration form.

## Logistics

The conference will take place on 3 November 2015 at meeting room VII at the Palais des Nations, Avenue de la Paix 14, Geneva, Switzerland. Documents for the meeting are available on the website.

In order to obtain your identity badge from the United Nations Security Services, you will need to present yourself at the security desk (Prégny Gate) with a valid passport or a national identity card, as well as the conference registration form. We advise that you to arrive at the Prégny gate around an hour before the meeting starts. Please count on a good 30 min queue to obtain your badge, and some 10 minutes to find your way to the meeting room, especially if you are not familiar with the Palais des Nations.

For further information, please see: <http://www.unece.org/index.php?id=38227#/>

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Geneva, Palais des Nations, 3 November 2015

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