



Call to Action

North American Meat and Poultry Traceability Workgroup

August 2011

1.0 Purpose

A workgroup is proposed to revise the current mpXML Traceability for Meat and Poultry - US Implementation Guideline to accommodate all North American countries – US, Canada and Mexico. The business case for establishing this workgroup includes:

- Meat and poultry products routinely travel between the US, Canada and Mexico, and a consistent, approved traceability standards-based guideline covering all countries would facilitate commerce.
- Consumers expect safe and nutritious foods. They also expect all participants in the supply chain to have effective practices in place that allow for the rapid identification, location and withdrawal of food lots when problems are suspected or confirmed. This project aligns with other industry initiatives around food safety & quality and sustainability.
- Traceability is a business process that enables trading partners to follow products as they move through the supply chain. Each traceability partner must be able to identify the direct source and direct recipient of product. Traceability is used in product recalls, market withdrawals, regulatory compliance, public health trace backs, safety and quality assurance and order management.
- Agreement on traceability standards, such as the dates to be marked on shipping cartons, will provide consistent references for product lot identification in the supply chain while simplifying product management and decreasing production costs for product suppliers.

2.0 Objective/Scope

The objectives of this Work Group are to:

- Review, revise and reissue the existing mpXML Traceability for Meat and Poultry – US Implementation Guideline, dated June 2010, in a more global context. Factors relevant to product traceability include product identification, product labeling, use of barcodes, human readable information, data capture as a function of product movement or transformation, electronic commerce, and recordkeeping requirements.
- Identify content to be revised or developed to handle Canada and Mexico traceability requirements. Recognize local regulations and trade practices.
- Establish minimum requirements and best practices to share information between trading partners.
- Identify Critical Tracking Event data elements across the supply chain that are used to support product traceability.



Call to Action

- Enable the document content to continue to be expanded to handle additional countries, and possibly eventually accommodate global meat and poultry traceability as a compendium of documents encompassing individual country-specific requirements. As such, it is expected that global agreement would only be needed on the core global section which would focus on common processes and data.

3.0 Scope Constraints

- As part of a global interconnected economy, product traceability has become a critical factor and concern to governments and to the general public. Recent product recall actions have highlighted the need for consistent policies, procedures and identification mechanisms to locate suspect products as quickly as possible.
- The work will be based on the GS1 Global Traceability Standard. GS1 US, GS1 Canada and GS1 Mexico will be providing assistance, guidance and direction throughout the process.
- The scope of the supply chain under consideration starts with the first processor (slaughter house/abattoir) and continues to the foodservice provider/operator or retailer.

4.0 Expertise Required

This is a call for business information and supply chain experts from the United States, Canada and Mexico in the following topics/sectors which will be covered in this work group:

- Meat & Poultry Suppliers and Further Processors
- Foodservice
- Grocery/Retail

We will be looking at the differences and commonality that exists between the various industry / sectors and their respective supply chains.

5.0 Distribution for Call to Action

Please distribute this **Call to Action** by forwarding it to your email distribution lists. GS1 Canada, GS1 Mexico, GS1 US, and mpXML are looking for broad participation in this initiative, which will include individual companies, associations and regulatory agencies.



Call to Action

6.0 Sessions

The Work Group is responsible for scheduling meetings to accomplish their work. Sessions are defined as teleconference or physical meetings, if needed. All meetings include the GS1 Anti-Trust Caution statement.

7.0 Timeline

An initial kick-off/introductory conference call to fully brief all participants on the objectives and working team activities will be held in mid-September.

Regular meetings will begin immediately after that to conduct the work necessary to complete the tasks defined to create the North American Guide.

8.0 Known Participants

The Work Group Project Manager will be designated at time of start-up.

Key guidance will be provided by:

Steve Rosenberg	GS1 US
Mike Sadiwnyk	GS1 Canada
Omar Gonzalez	GS1 Mexico
Douglas Bailey	mpXML - USDA
Lela Tripp	Tyson Foods

9.0 Teleconferences

The North American Meat and Poultry Traceability Work Group teleconference information is as follows:

US/Canada:	Toll Free 888 858-2144 with 9266669#
Mexico:	Toll Free 001-866-365-8478 with 9266669#

10.0 Agendas and Minutes

All documents will be maintained in the GS1 US Community Room, Meat and Poultry Trace sub-room at <http://community.gs1us.org/apps/org/workgroup/meatpoultry/>. Information will also be available at <http://www.mpXML.org>.

Agendas will be provided prior to each meeting, and minutes will be provided after each meeting.



Call to Action

11.0 How to Apply

For more information about the initiative, email your GS1 representative:

Steve Rosenberg, GS1 US	srosenberg@gs1us.org
Mike Sadiwnyk, GS1 Canada	Mike.Sadiwnyk@gs1ca.org
Omar Gonzalez, GS1 Mexico	ogonzalez@gs1mexico.org

Individuals interested in participating in the initiative and having access to the Workgroup Community Room should send the following information by email to Steve Rosenberg at srosenberg@gs1us.org,

Name
Address (Include Street, City, State/Province, and Country)
Company Name\
Phone Number
Email address