

Intelleflex, Track and Trace and the FSMA

Overview

In January 2011, President Obama signed the Food Safety Modernization Act (FSMA) into law. The FSMA, along with the industry-led Produce Traceability Initiative (PTI) are designed to improve the quality and safety of food produced or sold in the United States.

Intelleflex solutions for fresh produce can help growers, packers, shippers and retailers improve food quality and safety and address many of the goals of the FSMA and PTI by providing pallet- or container-level information about the movement and condition of produce from the time it is harvested in the field through to delivery to the retail grocer. It should be noted that Intelleflex solutions cannot detect or prevent food-borne diseases but rather they can help to identify conditions that tend to increase the potential for food-borne illnesses or that contribute to decreased quality.

The Food Safety Modernization Act

According to United Fresh, a leading produce industry group, the FSMA represents the first reform of U.S. food safety laws since the Federal Food, Drug and Cosmetic Act was enacted in 1938. The implementation of the legislation will take more than three years and is designed to shift food safety regulation to prevention, rather than control or investigation after a problem is found. Companies will be required to develop preventive food safety controls, and share these plans with the FDA. In addition, the law overall supports a risk-based approach to regulation, encouraging FDA to focus on those areas of greatest risk.¹

While the law does provide variances based on the size of the company, in general, it focuses on these areas:

- Prevention: gives additional authority to the FDA and requires testing and registration for food plants.
- Detection/Response: tracing and record keeping requirements with additional government recall authority.
- Imported food: qualification of food importers and foreign government controls and standards.²

Information on the Produce Traceability Initiative (PTI) can be found at www.producetraceability.org.

The Value of Intelleflex in Track and Trace

Intelleflex tags and readers can assist growers, packers, shippers and retailers address the requirements of the FSMA by providing electronic records of a food's origin and movement throughout the supply chain.

Traditionally, information and records about a product's origin, shipment and delivery have been paper-based which slows track-and-trace and recall efforts. Because Intelleflex tags include 60kb of memory, information about the product's origin and its condition between the field and the retail grocer can be securely stored directly on the tag. The tag also records the product's waypoint information to the tag every time it is read by an Intelleflex reader – at the pack house, distribution center and other transit points – creating an electronic data log for track-and-trace capability. This data record can be utilized to more rapidly help identify origins of products and thereby help speed recalls and improve track and trace requirements by utilizing electronic, rather than paper-based record keeping.

For additional information, please contact Intelleflex at 1-877-694-3539 or info@intelleflex.com.