Certification: A chance for traceability in the food sector?

Sustainable Food Supply Chains
Thilo Bode | Director foodwatch Germany
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“The traceability of food, feed, food-producing animals, [...] shall be established at all stages of production, processing and distribution.”

General Food Law (Article 18, EU-Regulation 178/2002)
Why Traceability?

1) food safety
   – track source of infection/contaminants (emergency)
2) quality control (e.g. ingredients)
3) transparency for consumers
   – place of origin labelling
4) responsibility/liability of producers/retailers along supply chain
E. coli O104:H4 in sprout seeds

outbreak of 2011: thousands of infections, 53 deaths in Germany, 35 in Sweden, 16 in Denmark

• cucumber from Spain? False alarm
• sprout producer from northern Germany?
• sprout seeds from Egypt?

source of contamination could never be tracked down with certainty
Horsemeat Scandal of 2013

750 tons of horsemeat sold as beef

traceability in combination with obligation of retailers to test would have avoided the horsemeat scandal

lack of responsibility along supply chain
Country of Origin Labelling

9 out of 10 consumers want to know where the ingredients of a product come from.

...but companies in Europe are not obliged to name the place of origin of the ingredients of products.

Source: TNS Emnid 29./30.8.2014
“The existing traceability systems in the EU are not adequate to pass on origin information along the food chain [...]”