



*All you need
to know -
ONE PLACE
ONE TIME*

*Traceability for
value in the food
supply chain*

The Royal Armouries, Leeds, England
9th-11th March 2009

TRACEABILITY FOR VALUE IN THE FOOD SUPPLY CHAIN
1.30pm to 5.00pm, Tuesday, March 10th

This stream is part of ID09 Business Solutions Conference & Exhibition

Target audience: primary producers, processors and manufacturers, distributors, wholesalers, retailers, plant and systems managers, QA and business development managers

Rapidly rising demand for traceability along the food supply chain is being driven by consumers who want to know where their food comes from, what is in it, how it was grown, reared, harvested and processed. How it was packed, transported and how many “food miles” it needs to reach them. Is it organic and how can its safety, quality and provenance be assured?

Traceability systems using fast, accurate and reliable automatic identification and data capture techniques can answer all these questions and more, providing the producer with a more efficient and profitable business – and the consumer with the confidence to buy his products.

Around the world governments and standards organisations are imposing stricter traceability requirements. Companies that cannot comply will lose out.

Using case studies and presentations from traceability experts, and drawing on the experiences of food industry members, this conference will help explain:

- what constitutes traceability
- how the technologies work and can be implemented
- the business benefits of traceability and return on investment
- how traceability can save your company time, money and a hard won reputation should a product re-call be required
- how traceability adds value through assuring safety, quality and provenance

- traceability and the law – what you must do
- traceability for improved business processes
- *and why traceability is a real business opportunity and not a burden*

PROGRAMME (provisional, other speakers to be confirmed)

Session chairman : Ian Russell (Codeway Ltd)

Introduction and the technologies that make traceability work – Ian Russell

Tracing the origins of food-needs and issues – Paul Brereton, Central Science Laboratory, York

Case studies: successful solutions in food traceability. If they can do it, so can you – Mark Setterfield, Grimsby Institute of Higher & Further Education

Traceability and the law: what you must do – Bob Salmon, Food Solutions

Electronic ID in the livestock industry: an opportunity for added value – Robyn Hulme, Livestock Technology Solutions

Getting it right for your business: assessing, specifying and implementing AIDC traceability systems for SMEs – Andrew Jones, Andrew Jones Pies Ltd & Mark Setterfield

Traceability as part of a risk management strategy – Stewart Houston, National Pig Association

Delegate fee : £125 + VAT includes coffee breaks, car parking and DVD of proceedings

TO REGISTER PLEASE EMAIL amanda.brooke@aidc.org or phone 01422 399495

To view details of the entire ID09 Conference & Exhibition [CLICK HERE](#)

EVERY DELEGATE WILL RECEIVE A FREE COPY OF “FOOD TRACEABILITY AROUND THE WORLD – VOLUME 1” (pp212) WORTH £75.00