

TRANSITION TO SUSTAINABLE POULTRY FOOD CHAIN WITH TRACEABILITY



inQube

Traceability is the ability to identify the origin of food and the food sources by using the one-step-back and one-step-forward principle.

The poultry traceability system locates a product through the stages of handling feeds, primary production, manufacture, processing, distribution, and final consumption in a poultry supply chain.

Traceability – Farm-to-table

FOR WHOM

- Food Brands offering exotic Crop / Vegetables / Fruits / Dairy / Poultry
- Tea / Coffee / Wine / other beverages
- Organic Farms
- Food retail chain
- Food outlets
- Individual large plantation estates
- Sustainable Circular Economy

WHY

- Process flow transparency
- Authentication of source
- Auditable data trail for QA & Food Safety
- Customer confidence on your food product
- Emotional connect with food



Risks of foodborne diseases

Risks of foodborne diseases due to contamination of poultry products with infectious agents together with anti-microbial drugs and pesticides used in the farm.



Rising awareness in the consumer

The rising awareness of the consumer on food safety, environmental impact and the provenance of food.



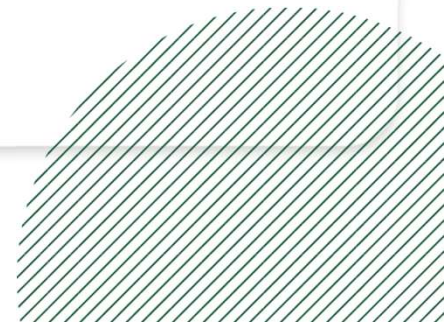
Flock health

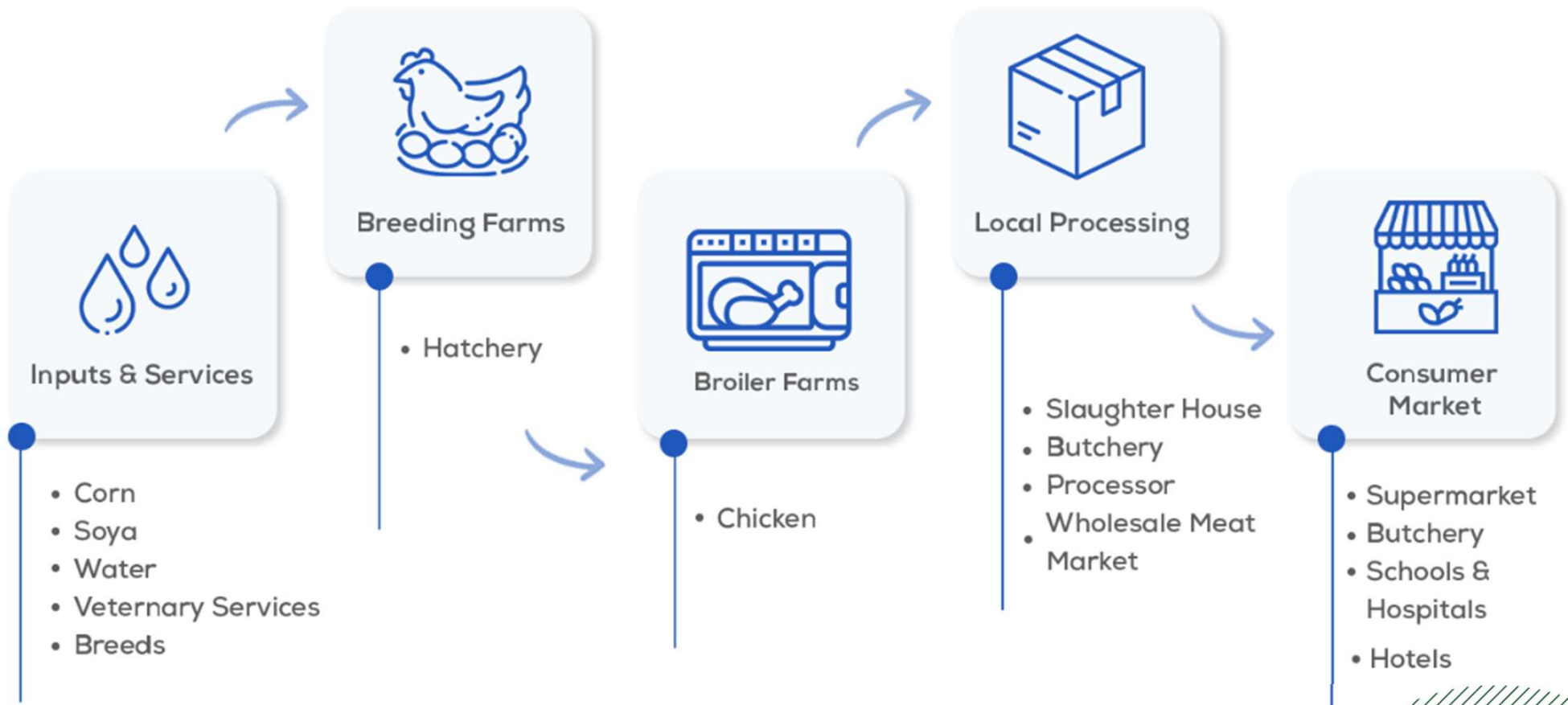
Flock health and the various processes followed with a number of players in the supply chain



Regulatory compliance

The regulatory compliance and adherence to standards to conform to exports and the domestic market.







Chick

Grandparent and parent stock



Pullet Farm

Pullets (parents) grown to 20 weeks



Breeder Farm

Pullets begin laying eggs at 26 weeks



Hatchery

Eggs are in hatchery for 21 days



Broiler Farm

Broilers reach market weight in about 46 days



Processing



Distribution



Feed Mill

Scientificallly-formulated feed for pullets and broilers is produced





Track and Trace

Traceability helps in tracking the quality of meat in real-time and helps to reduce product recalls. Helps to keep check on food contamination.



Compliance

Traceability helps to perform audit trails and ensure an authentic and credible product in both the stringent export and domestic market.



Builds Brand Value

Provides transparency of the entire supply chain journey of the livestock products and builds strong consumer brands assuring safe food.



Digitize end-to-end Supply Chain Process

End to end transparency will establish the digital footprint of the product. Opens up new opportunities for farmers.

Where things stand today

- ✓ Tracing poultry product from farm to plate is an idea that's time has come...
- ✓ Tracking can potentially help generate large increases in category revenues, shopper loyalty and product safety...
- ✓ Factors such as cost, privacy and complexity keep producers and processors in the sideline...
- ✓ A key obstacle is a lack of understanding about the need and value of traceability, along with concerns that government agencies will use the data to monitor industry operators...
- ✓ Implementing any traceability system requires wiping away the illusion of anonymity, and that is a big hurdle...

The opportunity

- ✓ On the other hand, consumers increasingly want to know how and where a product was produced, poultry sector participants are probably missing out on value opportunities...
- ✓ Lack of traceability also prevents operators from exporting products to many international markets and from potentially identifying the source of disease outbreaks and contaminated products in the quickest manner...
- ✓ If traceability can lead to greater consumer confidence, it should also lead to increased purchasing frequency...



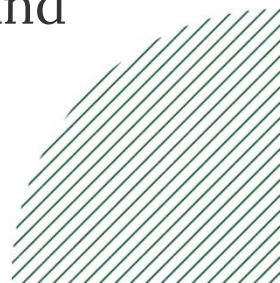
Adapting traceability

- ✓ More people need to understand and appreciate why this is important and how traceability systems are evolving...
- ✓ The second step is to do pilot projects to test how these interfaces can work...
- ✓ Brands would be wise to engage thought leaders and tech companies to assist them in strategic planning...
- ✓ A comprehensive technology system must be practical, easy to operate, cost-effective and able to accomplish the intended outcome...
- ✓ Traceability is easiest to implement in poultry sector as with supply chains are more tightly coordinated...



The chicken and the egg

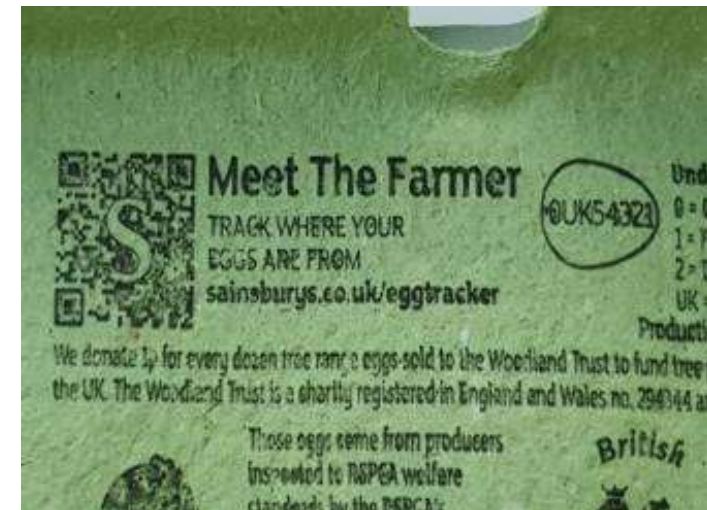
- ✓ Even with a growing understanding of the benefits of traceability, implementation is slow in parts because no specific party has an incentive to lead the way...
- ✓ While consumers clearly want more information about their products, there is question of whether the shoppers will be willing to pay more for selections that have the necessary data...
- ✓ Technologies are available to support information transfer, but industry players may be reluctant to bring all participants in a supply chain, including competitors, to view what many operators consider to be proprietary data...
- ✓ Will it take a major food disease outbreak to trigger development and adoption of an industrywide traceability program ?



Free Range Egg in the UK

(This is from Sainsbury's, one of the largest food retailers in the UK.)

Live use case in egg market globally showing authenticated data trail for free range organic eggs)



Thank
you!

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