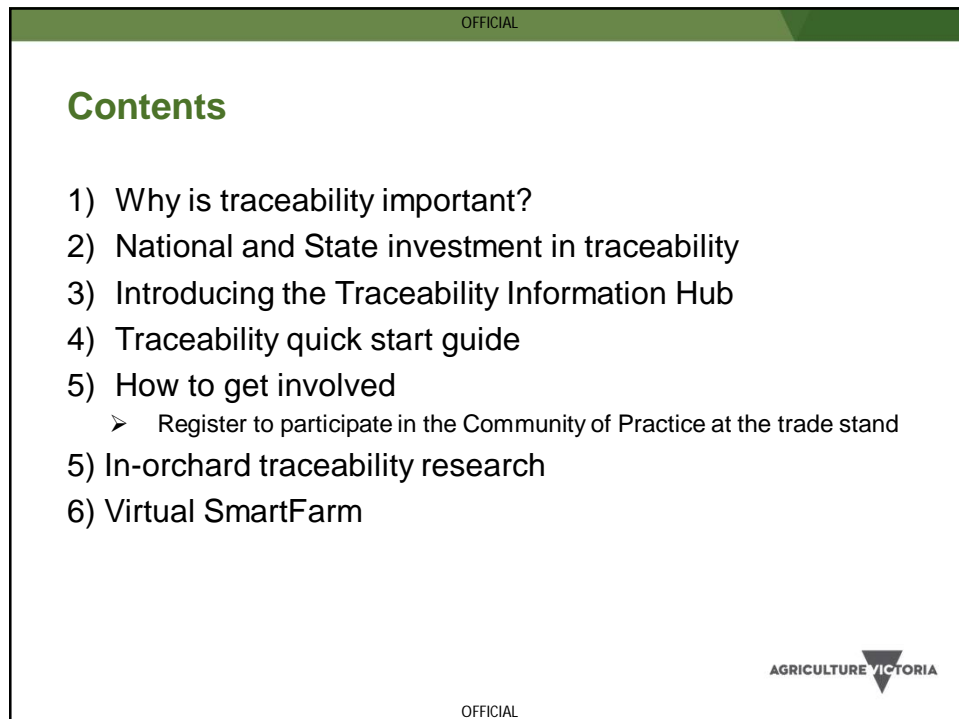




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What is traceability?

The ability to **share information** about, and **follow the movement of**, a **product** through **all or part** of its supply chain.

Example supply chain

The diagram illustrates a supply chain path starting from a FARM (green icon), moving to FOOD TRANSFORMATION (green icon), then to WHOLESALER (green icon), DISTRIBUTION (blue icon), RETAILER (orange icon), and finally to CONSUMER (purple icon). The path is represented by a winding road with dashed lines and small truck icons indicating movement between stages.

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Global trends for traceability

The diagram features a central globe icon with six arrows pointing outwards to different trend categories, each represented by a colored segment and an icon: Changing consumer demands and preferences (shopping cart icon), Increasing import market regulation (checklist icon), Growing populations and middle class (group of people icon), Increasing globalisation and competition (globe with arrows icon), Increasing biosecurity and food safety risks (microscope icon), and New, emerging and evolving technology (smartphone icon).

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Why is traceability important?

Traceability is an emerging capability for supply chains.

- An effective traceability system can **confirm compliance, support a brand** and **improve productivity.**

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How does Victoria's supply chain traceability performance compare globally?

Red meat	Dairy	Horticulture	Grains
On track	On track	Targeted investment	Targeted investment

Summary of findings

- Move from paper to digital
- Improve awareness of the benefits
- Some competitors are moving quicker to digital
- Collaboration is needed to enable change

TRACEABILITY

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Cover your business

IBM

Walmart & IBM are envisioning a fully transparent 21st century digitized food system

In case of a food safety issue, how to do traceability in minutes/ seconds instead of weeks ?

SOURCE: Frank Yiannas and Walmart are the source for this slide content. © 2017 IBM Corporation

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Recent Government investment in traceability

- **Commonwealth Government: \$68.4 million**
 - Export trade program
 - National traceability strategy
 - Globally connected export assurances.
- **Victorian Government: \$15 million**
 - Education and tools
 - Improving government systems
 - Pilot projects, research and SmartFarms.

TRACEABILITY

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Traceability information hub

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MEDIA CENTRE EVENTS CONTACT US

Search

Livestock and animals Crops and horticulture Biosecurity Climate and weather Farm management **Export** Support and resources About



Traceability

Traceability is the ability to share information about, and follow the movement of, a product through the stages of production, processing and distribution.

Am I export ready? >

Victoria's export performance >

Connect with our in-market specialists >

Explore new markets >

Home / Export / Traceability

<https://agriculture.vic.gov.au/traceability>

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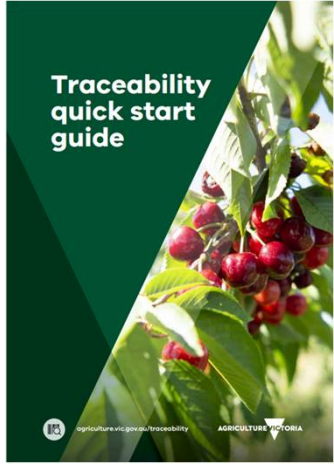
Traceability quick start guide

1. What is a digital traceability system?
2. Do I need to invest in a new traceability system?
3. Which traceability system is right for my business?

- > **Quick start guide**
 - > Introduction to the quick start guide
 - > Step 1: Decide where to start
 - > Step 2: Decide what to trace
 - > Step 3: Decide how and where to collect data
 - > Step 4: Decide how to share the data
 - > **Step 5: Create a business case**
 - > Resources and tools



Cost benefit analysis calculator for ROI



Traceability quick start guide

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<https://agriculture.vic.gov.au/export/traceability/investing-in-a-digital-traceability-system/quick-start-guide>

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How to get involved?

- **Pre-register** to participate in the **Community of Practice** at the trade stand.



Coming soon!

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Agriculture Victoria Research – traceability project portfolio



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Traceability Foundations – core research

Transform traceability to grow food and fibre exports: undertaking traceability research projects utilising SmartFarms research facilities.

 Data Standards for end to end data integration	 Unique ID for orchard events	 Data automation for customers	 Commercialisation
<p>1) Developed a common model to describe features in an orchard i.e. tree, row, fruit fly trap.</p> <ul style="list-style-type: none"> • Focussing on: <ul style="list-style-type: none"> o Product traceability o Using open approaches to support data and systems integration o Keeping the model as simple as possible to reduce IT complexity • Our model is based on <ul style="list-style-type: none"> o Orchard Production Model o Traceability security model o Identification and identity management o Data driven standards and management o Traceability event data schema 	<p>2) Smart Farms spatially registered in Tree Database and API service and developing Digital Twin technologies.</p> <ul style="list-style-type: none"> • With each tree uniquely registered, all events about the tree can be exposed via API permissions. • Moving to automate capture of tree data and unique identification so that we don't rely on NFC tags on each tree. • The scale of the orchard description is defined by features. • It is easy to setup. • Creates a base framework for linking data. • This model can be applied to other industries. 	<p>3) Invested in technologies to support collection and automation of orchard measurements.</p> <ul style="list-style-type: none"> • Real-time rapid measurement of orchard metrics. • Measuring bud numbers on trees to support orchard production data and predictive models. • Integration of data to support automation and precision application of events i.e. spray application etc. • Support increased resolution and integration of sensors to engage with robotic technologies and next generation harvesting systems. 	<p>4) Exploring the opportunities to partner in developing traceability ecosystem services.</p> <ul style="list-style-type: none"> • Cost-effective and targeted eco credentials reporting based on spatial variability and orchard measurements. • Predictive and precise application of water based on spatial soil properties and irrigation sensors. • Integration of pest and disease / biosecurity services. • Bee – to – Tree traceability measuring chemical use in orchards to support apiarists and beehive health indicators.

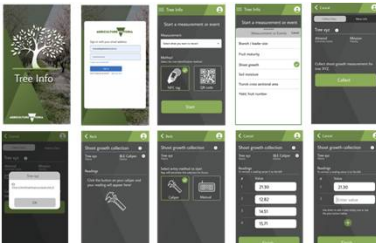
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Traceability applications development and integrations.




AgVic's Orchard & Harvest Applications




Fruit Growers Victoria




Bee-to-Tree




GS1 Australia



MONASH University




Summerfruit



RUBENS
PEAK PERFORMANCE FILM

Research collaborations with Rubens Technologies, Monash University and Pact Group



PACT GROUP

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Thanks

Contact:
Kieran Murphy
Agriculture Victoria
kieran.murphy@agriculture.vic.gov.au

Neil McSkimming
Agriculture Victoria
neil.mcskimming@agriculture.vic.gov.au