

Implementing Food Traceability



The Implementing Food Traceability Program is a new national industry partnership program that will help Australian Agrifood businesses achieve supply chain level traceability and will enhance Australia's food supply chain integrity in a seamless whole of supply chain system with global data standards and language that will enable information to be shared more readily.

Development of a Food Traceability model will help standardise data sharing along the supply chain. It will cover data protocols for all activities from procurement, production, processing and manufacturing, distribution, import and export, retail and consumer information – the “what, where, when, how and who” of the product—its ingredients and inputs, and events along the supply chain.

- Saving the cost of integrating across incompatible systems – if any technology can use the same data formats, data can automatically move with the product
- Facilitating product monitoring in product recalls and regulatory compliance
- Enabling product identification and creating a globally recognised “licence plate” on the product visible along the length of the supply chain.

Why do we need a supply chain level model for food traceability?

- The existing one up / one down traceability and proprietary solutions limit visibility and responsiveness and can result in lost product, sales and reputation
- Brands are suffering significant financial losses as a result of counterfeits
- Consumer safety is at risk, especially for the most vulnerable
- SME suppliers have limited resources to achieve bespoke system interfaces with every customer.



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Many companies have good internal systems for biosecurity and food safety, but when a product recall is required, or a supplier wants to prove their product claims, these systems can struggle to achieve the necessary levels of accuracy and speed. By knowing what critical tracking events and key data elements are needed for traceability, each business can safely share data through use of global data standards and data security protocols. A Program developed by Deakin University's Centre for Supply Chain and Logistics Food Traceability Laboratory – a partnership of industry, government and academia is supporting this next level of capability in our domestic and international food supply chains.

The first stage of the Program is to develop Guides for industry on how to identify, capture and share traceability information at all stages of the supply chain, from farm inputs to consumer information. The Guides explain the who, what, where, when and how of tracking and tracing food products and will show how data standards apply, regardless of the technology or system used, to achieve interoperability.

The Implementing Food Traceability Program and its industry partners will work closely with peak industry bodies in the industry rollout, providing industry demonstrations and an e-learning and knowledge hub to facilitate implementation. Deakin University is a neutral party interested in sharing knowledge and supporting brand Australia.

The Guides will take the guesswork out of what to collect and what to share, to deliver a cost-effective, industry-wide food traceability 'how to' information for your product-specific supply chain enabling you to verify your product claims, such as organic, Halal and sustainable supply chain.

Project Stages

Develop a generic food traceability data model with standards-enabled interoperability

- Engaging industry early
- Preparing the data model based on generic supply chain modules
- Documenting the data model in an industry Guide

Adapt the model to specific food supply chains

- Adapting to specific food supply chains

Contact us

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Test the food traceability data model

- Developing rapid prototypes of working traceability systems, using prevalent and emerging technologies, open global data standards and protocols
- Developing a certification program for technology suppliers

National industry rollout

- Communication and awareness across Agrifood industries

Sponsorship Opportunities

Implementing Food Traceability Foundation Sponsors recognise the need for the Implementing Food Traceability Program as a key means to raise the value of brand Australia and the digital capability of our agrifood industry. Foundation sponsors take a leadership role and are directly engaged in steering the program and funding the development of the supply chain traceability data framework.

Woolworths, Integrity Systems (a company owned by Meat and Livestock Australia), and Deakin University are program sponsors; GS1 Australia is the program partner.



We encourage primary producers, freight transport and food logistics, manufacturers and processors, retailers, food distributors, food importers and exporters and solution providers to make contact to learn more about the Program.

