

# Food Traceability trends in the UK

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# EU traceability definition 178/2002

- *“means the ability to trace and follow a food, feed, food producing animal or substance intended to be or expected to be incorporated into a food or feed, through all stages of production, processing and distribution”* (article 3 (15)) (OJL 2002).
- **stages are defined** as originating with primary production, and include imports, and include “up to the final consumer” (article 3 (16)).

# ISO (food) traceability definition

- *Generic* - 'Traceability: ability to trace the history, application or location of that which is under consideration'
- *Traceability in feed and food chain (ISO 22005; 2007):*  
    'A Traceability system is a useful tool to assist an organization operating within a feed and food chain to **achieve defined objectives** in a management system' (ISO, 2007: iv).
- Question is : **what are the objectives?**.

# Aims of Food Traceability

4 *overlapping* categories:

1. supply chain efficiency and management
2. product verification and control (ID preservation)
3. food safety and recall
4. quality assurance and food provenance

PLUS

5. Information that consumers seek?

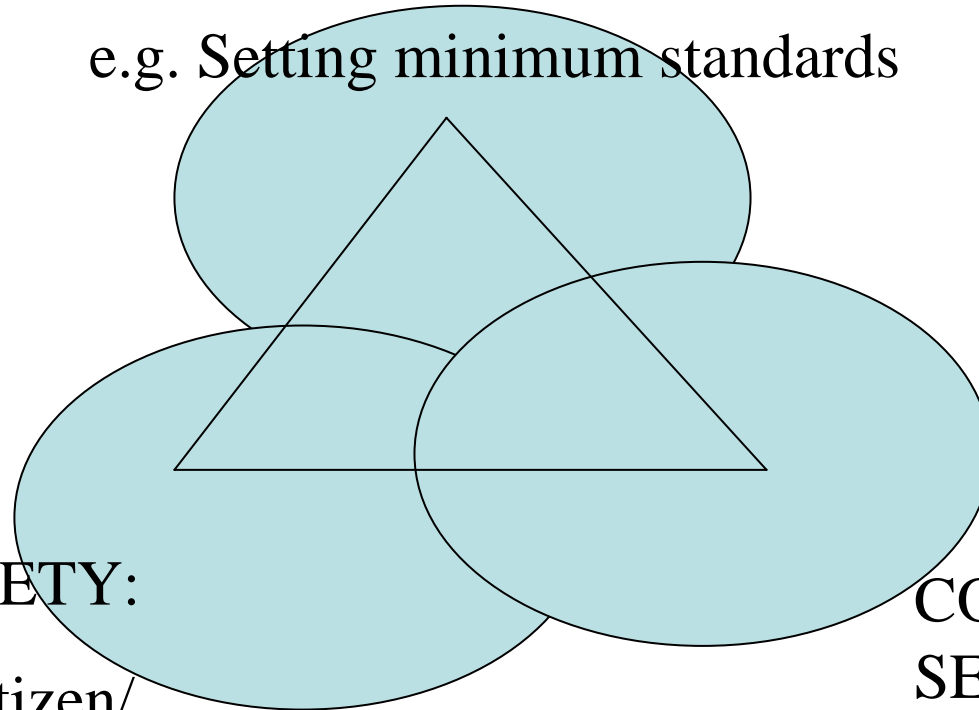
# Key themes in UK experience

- Producer and retailer led assurance – food safety and quality standards
- Rise of provenance marketing (esp. locality)
- Civil Society led schemes
- New features for traceability
- Regulatory tool: become a mechanism for public – private governance

# Food Governance of standards

PUBLIC: National & Intergovernmental

e.g. Setting minimum standards



CIVIL SOCIETY:

Consumer/citizen/  
CSOs initiate e.g.  
Fair Trade

CORPORATE  
SECTOR: Market  
advantage/ CSR.  
Internationalising  
standards

# Growth of Food Assurance Schemes in UK

- Response to **UK 1990 Food Safety Act** – “**due diligence**” requirement
- Main response from **Producers**
- And Corporate Retailers (**Supermarkets**)
- Increasingly concern for **food manufacturers**
- Explosion of **assurance schemes** – some combine retailers with producers
- Main one is **Assured Food Standards** (Little Red Tractor)

# Assured Food Standards



- **Producer** led standard
- **Origin** 2000 from UK Government Agriculture Department for Agriculture (MAFF) & and the National Farmers Union (NFU)
- Include existing schemes e.g. *Assured Combinable Crops Scheme (1997)*
- with Red tractor and British Farm Standards on logo.
- **Covers** all main farm assurance schemes: (2005)  
76,000 growers & producers
- Main commodities = 2/3rds to 3/4s of output



# Assured Food Standards

- Government Commission saw AFS as
- “guarantee of baseline standards in the UK”
- & recommended some revisions to AFS - re: assurance schemes be
- “ owned by the whole food chain”
- Re-launch in 2005 as little red tractor & Assured Farm Standards logo = whole food chain emphasis – inc. British Retail Consortium ( Food and Drink Federation & Defra as observers).

# Tool for Government regulation



- EU Food Hygiene Regulation (back to farm)
- UK Food Safety Agency granted AFS “*earned recognition*” status for registered assurance schemes
- Fewer inspections: 2% compared to 25% of farms not in schemes.

# Assured Food Standards: criticisms



- AFS minimum quality for UK produce & logo
- Criticised for *not raising* the standards – Sustainable Development Commission (2005)
- Compassion in World Farming (CIWF) measure against 15 animal welfare criteria (benchmark) low ratings
- Country of origin rules are opaque

# Re-connection and locality

Commission on Future of Farming and Food  
2002 →

Strategy for Sustainable Farming & Food  
(DEFRA) 2002 →

To make British Farming more competitive :

- “***reconnection***”
- “*efficiency*”
- “*co-operation*”
- “*collaboration*”

# Provenance: process and place

- LEAF – Linking Environment and Farming
- Integrated farming practices



# Provenance marketing: locality



We don't  
mind a spot  
of rain

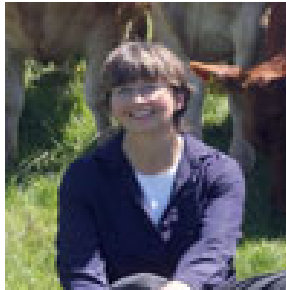
Probably because it keeps the mountain pastures lush and green. And that helps keep the lamb sweet and tender. So when the heavens open, you should prepare for floods; of customers that is.

Find out why the EU has awarded Welsh Lamb the PGI mark of quality at [EatWelshLamb.com](http://EatWelshLamb.com)



# Tescos Beef:

## Devon farmers - Jilly & Edwin Greed



- One of our Devon suppliers, Jilly Greed and husband Edwin, have featured on the labels of our Standard Beef range. Here is a brief summary of their farm and what they do.  
Jilly Greed:  
“I am a 4th generation beef producer farming in Devon in the flood plains of the Exe and Culm, near Exeter with Edwin and son George, on a 500 acre family farm”.
- From : <http://www.tescofarming.com/v2/farmer-profile.asp?id=22> (accessed 29 Oct 2008).

# Provenance for combinable crops

29<sup>th</sup> November 2007 NEWS RELEASE

**SAINSBURY'S ANNOUNCES UNIQUE MULTI-MILLION POUND DEAL WITH UK WHEAT FARMERS**

Today, Sainsbury's announces that it will be **the first supermarket to use flour from guaranteed traceable UK farms for its 360 in-store bakeries**. The flour will be sourced by a farmer owned cooperative and confirms Sainsbury's long-standing commitment to British farmers.

The move is central to Sainsbury's goal of being 'the best bakery in town' by baking bread from scratch throughout the day, using **top quality British wheat grown on farms in East Anglia**.

Camgrain, via Grainfarmers - has been offered a long-term two year contract to supply the wheat milled for Sainsbury's in-store bakery flour by Whitworth Bros Ltd, providing longer-term security. **For the first time, British arable farmers will have a direct relationship with a specific retailer for in-store bakery bread, and Sainsbury's customers will know the provenance of their bread.**

*<http://www.grainfarmers.co.uk/centraldownloads/Sainsburys%20wheat%20deal.pdf>*

From this... to this



# Traceability logos - from Civil Society Organisations



# Combining process and ethics



It means an ethos of trading and doing business that addresses the three critical areas of:

- Fair treatment of workers
- A fairer return for farmers
- A positive contribution to the local community

The Soil Association has produced these as additional, voluntary standards to complement existing organic certification.

They help to give existing organic social principles a more concrete form. Social principles have always been at the heart of the development of organic standards



# 24 Whole wheat cereal biscuits

100% whole wheat

Low in fat & sugar, high in fibre



VEGETARIAN | VEGAN | GLUTEN FREE | NO SUGAR | NO HYDROLYZED LECITHIN | NO PRESERVATIVES

# Seen a range of issues covered by food traceability

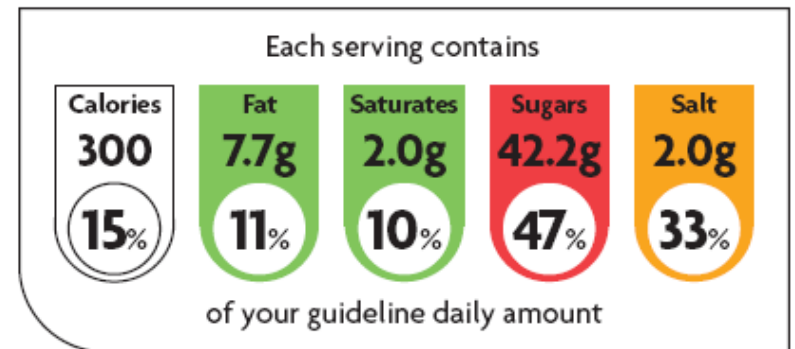
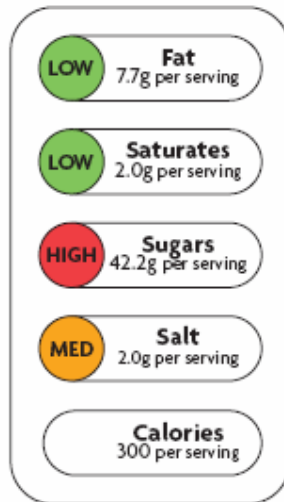
- Food safety
- Animal welfare
- Conservation & Biodiversity
- Processes of production: LEAF, Organic, Non GM etc
- Fair trade
- Working conditions
- Locality and localness

# New areas emerging for food traceability

## NEWER GROWTH AREAS:

- Nutrition e.g. traffic light systems and GDAs
- Carbon / Green House Gases
- Water embedded

# Nutrition traffic lights guidelines – traceability of product composition



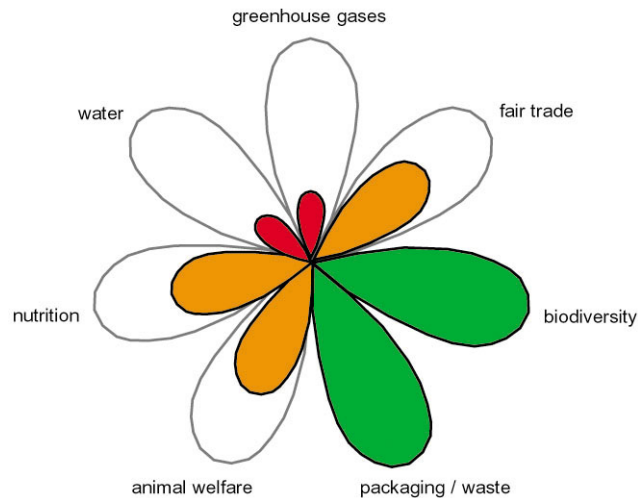
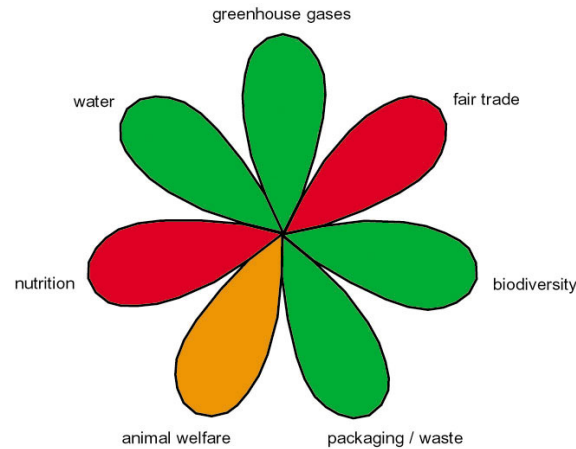
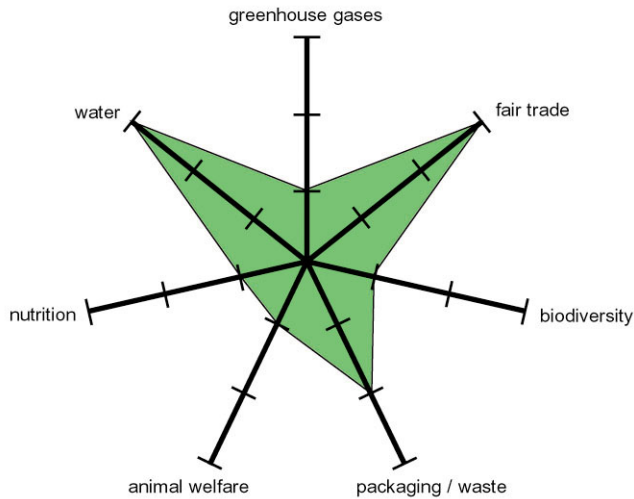
# Carbon Reduction label



Devised by the Carbon Trust, the Carbon Reduction label provides a public measure of the carbon footprint of products and services .

# Traceability system for all standards?

source: Sustain ©



# Future Trends?

- Private food traceability systems endorsed by the UK State
- Role of Civil Society Organisations helping to push scope of food traceability &
- Citizens' agendas for what food should tell
- Future challenges mean that State - Private Sector – Civil Society interaction will continue
- Significant *step changes* needed for more sustainable consumption e.g. carbon
- *Choice-editing* will be inevitable if we are to tackle climate change, water, obesity etc...

