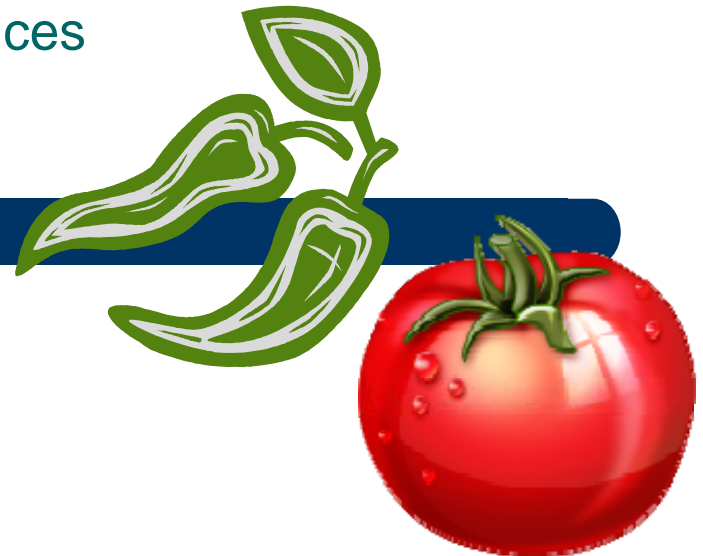


Pedigrees: From Tomatoes to Jalapeños to Pharmaceuticals

Cathy Polley, RPh
Vice President, Pharmacy Services
Food Marketing Institute



“Bioterrorism Act” 2002

Public Health Security and Bioterrorism Preparedness and Response Act of 2002

- Immediate previous source – and –
Immediate subsequent recipient
 - Know who you got it from and where it went
 - Excludes household consumer recipients and charitable organizations
 - Not required to track intra-company transfers
- Exempts foods under exclusive jurisdiction of USDA (meat, poultry, some egg products)
- Statute excludes farms and restaurants
- Regs exclude consumers and charities
- Not a “whole chain track and trace”



Industry opposed Lot Code Tracking

- FMI – strong commitment to food security and food safety
- Unnecessarily costly
 - \$9.2 million per year per distribution center
 - \$14,000 per year per store
- No standard system – numerous options
- Not what statute intended



Discovery of food-borne illness

- Consumer shows signs of food borne illness at hospital, clinic
 - Reported to public health agency
 - Questions consumer about food consumption over last week – memory task
 - CDC determines likely source
 - FDA finds source



“Speed is irrelevant if you don’t know where you’re going” - Ghandi

- Not a traceability problem
- Epidemiology issue
- “Whole chain” track and trace would have failed
- Even produce traceability and lot codes would not have caught



Produce Traceability Initiative

- FMI Board adopted
- 900 product recalls in 2007 and 2008 to date
- PMA, CPMA, UFPA sponsored
 - 41 companies: foodservice, retailers, growers/shippers
 - FMI, NGA, NRA, IFDA, CCGD, CHC



Initiative Mission

- To create an Action Plan for the produce industry to adopt an effective **whole chain** traceability program by incorporating the use of common standards to serve as the linkage between internal traceability programs.
 - Whole-Chain Traceability = Internal + External traceability
- Recognizing improvements needed in both traceability and epidemiology
- Whole-Chain traceability at case level by 2012



Just like apples and oranges...

don't compare tomatoes and drugs



Pharmaceuticals - FMI supports

- Strengthening federal standards for wholesaler licensure
- Development of robust pilots to test technology
- Study on threats to US supply chain
- Uniform national standards
 - Very difficult to attain



Pharmaceutical Pedigrees

- Oppose mandatory “track and trace” technologies at this time
 - Need more robust pilots – years away from being scalable, reliable, operational and efficient
 - Technology changes rapidly – do not lock in legislatively
- Lack of standards and agreement on systems
 - Could leave pharmacies needing numerous types of readers

