

Safety Show case

Visibility for food sourcing and quality assurance

Full traceability and visibility for products and their ingredients, on-line, throughout the world is now possible with the commercial launch of TraceTracker's GTNet.

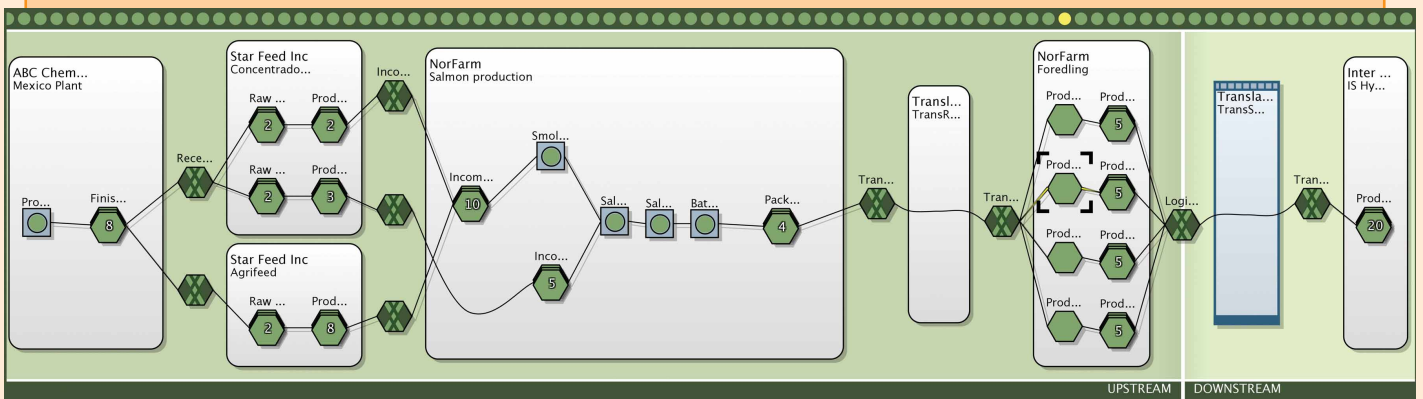
"GTNet will become the Google of the food world for supply chain partners," said Ole-Henning Fredriksen, CEO & co-founder of TraceTracker, who explained that GTNet creates an active trading community. "Authorised users can key in a product search and the web page will display a graphical record of the history of

to this information.

"Companies are proactively entering their ingredients, specifications, and audit information on-line to share the data with the other members of their supply chain or trading network. In the past, a central database was the solution, but with the growth of supply chains, these databases have collapsed due to the quantity of data being handled," said Miodrag Mitic, vice president, global development & strategy, TraceTracker. "The GTNet is a network that allows every party to keep their data

was tested with customers such as BASF, Nutreco, Heinz and the retailer Co-Op prior to commercial launch, can be integrated manually or via a company's existing supply chain management or ERP system.

When fully implemented across whole supply chains, GTNet effectively creates a 'food passport' that traces every aspect of food quality and sourcing, from farming methods through to harvesting, storage, shipping and everything else in between, according to TraceTracker. Sellers can differentiate their products, gain easier



Heinz, Nutreco and BASF are already using TraceTracker's GTNet solution to ensure full traceability and visibility within their supply chains

the product including every element of its journey throughout the supply chain: shipment, delivery, any events that have taken place, product specifications, etc."

Whereas retailers or manufacturers currently have to contact each player in the supply chain to gain a full picture of a product (its packaging and processing, the ingredients supply etc) in the event of a recall, GTNet will allow immediate access

behind their own firewall. Anyone using the network controls the data they supply."

A subscription-based on-line service, GTNet can quickly and easily be tailored to the needs of individual supply chains operating in a wide range of different food sectors including fresh produce, processed food and commodity products. The subscription cost varies according to the size of the company. The system, which

market access and streamline their operations to comply with both business and regulatory requirements for documentation; and buyers can have greater confidence in the food products they purchase and can create additional value by passing traceability information upstream to manufacturers and retail customers.

TraceTracker, Germany 800