

MINI TRACEABILITY SURVEY

The Produce Traceability Plan from PMA is very well done and offers a jumping off point for all perishables. To help us determine the next steps for the industries IDDBA represents, we need more info. We know that you're busy but we're hoping you would take just a few minutes to complete this very quick little survey and **fax it to us at 608.238.6330**. It takes a little more thought than just checking a box.

These are not easy questions to answer. Any change from the product identification and traceability systems currently in place will be expensive. There may be other more critical requirements for system-level investments. After all, our current homegrown traceability systems (almost always) do the job. You can be assured that as a member of the Fresh Foods Trade Association, the IDDBA is remaining involved in this issue. We are ready to assist in leading a traceability initiative for our members when the time for change arrives. But we need your help. Your responses are very important and very much appreciated. Thank you.

1) Do the deli and bakery sectors need to lead or to follow the other fresh food sectors?

2) Is it better to step out ahead now or wait for government-imposed traceability mandates, and possibly dictated solutions?

3) Is traceability needed all the way down to shelf-ready consumer items, or does case-level traceability suffice?

4) May we contact you for clarification? Name _____ Phone _____