Bending the Curve of Foodborne Illness

New Era of Smarter Food Safety

Andrew.Kennedy@fda.hhs.gov
FDA Office of Food Policy and Response

Agenda

FDA New Era of Smarter Food Safety
Core Element 1: Tech-Enabled Traceability

American Spice Trade Association
2021 Regulatory Workshop

August 4, 2021

Andrew.Kennedy@fda.hhs.gov

New Era:
a memorable or important date or event, especially one that begins a new period in our history.
FDA

Tech-enabled Traceability

Smarter Tools and Approaches for Prevention and Outbreak Response

Welcome to FDA's New Era of Smarter Food Safety

New Business Models and Retail Modernization

Food Safety Culture

Core Element 1: Tech Enabled Traceability

1. Develop Foundational Components
2. Encourage and Incentivize Industry Adoption of New Technologies
3. Leveraging the Digital Transformation

Meet core element 1

Co-Leads

Andy Kennedy, New Era Technology Team Leader, OFPR

Kari Irvin, Deputy Director of CORE, CFSAN

Management Team

Chris Waldrop
Communications

Katie Vierk
Policy

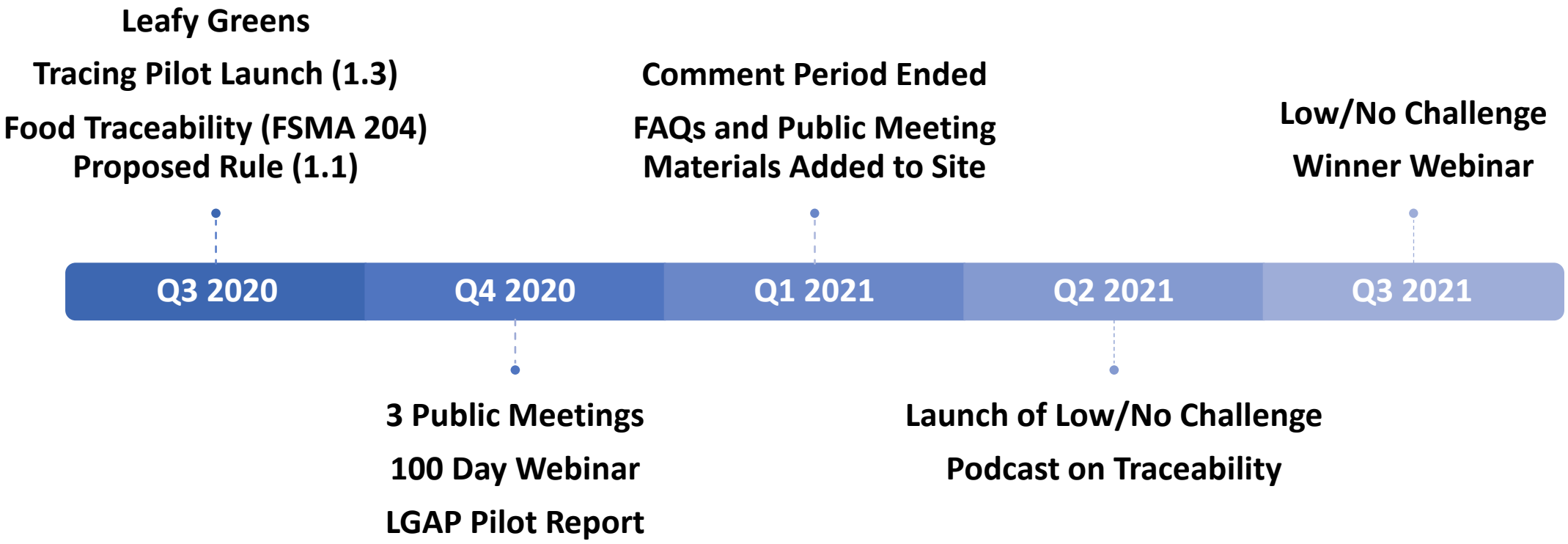
Andy Kennedy
Tech Solutions, Industry Engagement

Karen Blickenstaff
CORE-related Topics/Intersections

OUR THINKING

- The New Era of **tech-enabled traceability** will create a harmonized system of traceability from farm to fork.
- Lay the foundations for traceability by harmonizing key data elements and critical tracking events, **making interoperability possible, and helping scale** different traceability systems
- Encourage development and use of **cost-effective tech-enabled tracing systems** for all foods, yielding greater transparency
- Leverage **additional functionality** to track, trace, and monitor the food system
- Establish **investigational methodologies** to optimize the use of traceability data in solving outbreaks and identifying root causes

Timeline


Leafy Greens
Tracing Pilot Launch (1.3)
Food Traceability (FSMA 204)
Proposed Rule (1.1)
Comment Period Ended
FAQs and Public Meeting
Materials Added to Site
Low/No Challenge
Winner Webinar
Q3 2020
Q4 2020
Q1 2021
Q2 2021
Q3 2021
3 Public Meetings
100 Day Webinar
LGAP Pilot Report
Launch of Low/No Challenge
Podcast on Traceability

The FDA New Era of Smarter Food Safety
Low- or No-cost Tech-Enabled Traceability Challenge

Traceability Needs in the Food Supply Chain

Challenge Launch: June 1, 2021
Challenge page is made available

Your Submission

June 1, 2021 – July 30, 2021
Participants develop traceability hardware, software, and data analytics platforms

Evaluation & Results

Deadline: July 30, 2021
Food Traceability submissions are evaluated

The road ahead for 2022

- Finalize the Food Traceability Rule
- Build a platform to rapidly receive electronic traceability data at FDA
- Initiate further discussions with domestic and international stakeholders about harmonization of traceability efforts
- Expand traceability pilot activities beyond leafy greens
- Implement changes to digital traceback requests
- Efforts to encourage development of simple, low-cost solutions to promote Tech-Enabled Traceability, and to meet requirements of the FSMA Food Traceability Rule when finalized (Follow up on ideas from the Low-cost, No-cost Traceability Challenge)

Traceability Rule Resources:

- Three Public Meeting recordings and transcripts available
- Food Traceability proposed rule webpages
  - Additional Information:
    - NEW: Frequently Asked Questions about the Food Traceability Proposed Rule
    - Food Traceability Proposed Rule At-A-Glance
    - Food Traceability Proposed Rule Exemptions At-A-Glance
    - Food Traceability List
    - Risk Ranking Model for Food Tracing tool
    - Which Key Data Elements Would Apply to Me?
    - Who is Subject to the Rule Flowchart
    - Pre-recorded Webinar to Discuss Food Traceability Proposed Rule
    - Supply Chain Examples
    - First Receiver Examples
    - Creation and Transformation
    - Webinar/video
- Additional questions related to this rule should be sent to the FSMA Technical Assistance Network
- Meeting requests related to this rule should be submitted to FSMA204Traceability@fda.hhs.gov
- Comments should be submitted to docket FDA-2014-N-0053 on regulations.gov

For more info & to get involved:

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Contact Us
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