



**MISRC SEMINAR SERIES
SEPTEMBER 14, 2007**

Kent Rhodes



Background

- 1992 to 2000 Founder CEO AMMG INC
 - New Media development
- 2000 to 2004 Founder CEO FoodConnex Worldwide
 - E Commerce marketplace
- 2005 to 2006 CEO Revionics Inc
 - Price Optimization for Retail

RFID, TRACEABILITY & FOODSAFTEY

“CAN RFID PLAY A ROLE IN SOLVING THE FRESH FOODS INDUSTRY FOOD SAETY CRISIS?”

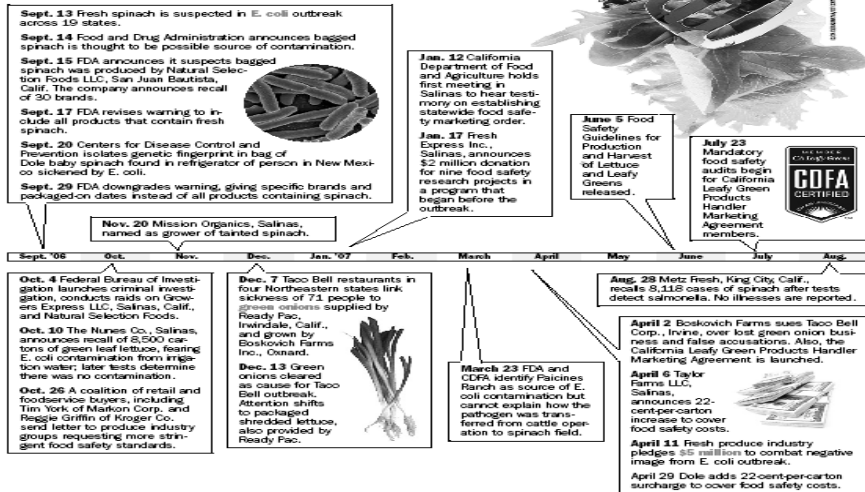
SURVEY

- What is the biggest problem in food safety?
- Are you using RFID in anyway today or will you in the next year directly for food safety?
- What other technologies are you using are looking closely at to help the food safety issue?
- Will it take another major contamination issue before the industry will act faster or will more direct legislation be necessary?

THE PROBLEM

- FDA Warning on Serious Foodborne E.coli O157:H7 Outbreak One Death and Multiple Hospitalizations in Several States “September 14, 2006”**

E. COLI OUTBREAK TIMELINE: Twenty-six states were affected, and 200 cases of E. coli were reported. There were five deaths, but only three have been generally reported by the media and authorities. Losses are well above \$100 million.



Farmers given sharp warning before outbreak

Contaminated irrigation water suspected in series of E. coli episodes

<http://www.msnbc.msn.com/id/14841731/>

- SAN FRANCISCO - Federal health officials told California farmers to improve produce safety in a pointed warning letter last November, nearly a year before the multistate E. coli outbreak linked to spinach. In fact, the current food-poisoning episode is the 20th since 1995 linked to spinach or lettuce, the Food and Drug Administration said. Though state and federal officials have traced the current outbreak to a California company's fresh spinach, they haven't pinpointed the source of the bacteria that have killed one person and sickened at least 113 others. A second death was being investigated in the outbreak, which involves 21 states.

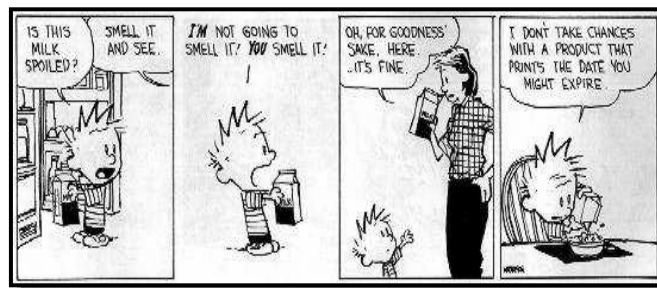
One Year and Millions of Dollars Later

“September 14, 2006 changed our industry forever” said Tom Nunes., president Nunes Co. Inc Salinas, Ca. “It will be one of the key days in the history of our industry.”

The Packer 9/7/07

What is the biggest problem in food safety?

PUBLIC CONFIDENCE



Problems Waiting To Happen

- China
- Terrorism

The Challenges

- Lack of Standards
- Testing Procedures
- Complex Distribution system
- Slow to change business practices

Nuke' em

- **Dennis Avery of the Hudson Institute writes [here](#) that testing won't save produce from E. coli. What will? Irradiation, for one thing. Avery stirs the pot again, well-timed for my poll question about irradiation labeling this week. How about this quote: "We want our food to be politically correct even more than we want it to be safe."**

The Packer 08/27/07

OPPORTUNITIES

- **New Global Leadership Team Assembles: to set Traceability Guidelines**
- **PMA and CPMA best practices document on traceability**
- **California Leafy Green Products Handler Marketing Agreement**
- **Center for Produce Safety, UC Davis**
 - \$5 million invested by the industry

Are you using RFID in anyway today or will you in the next year directly for food safety?

Grower Shippers

- 95% not using for food safety
- 5% using for location only purposes

What other technologies are you using are looking closely at to help the food safety issue?

- Most using manual traceability systems

Current Project with RFID

- Dole
 - Dole invests in RFID to track produce from the field
- Evidencia
 - Cold Chain Management and delivery for avocados
- EXPOFRUT
 - Argentina Grower Apples & Pears

Future Uses of RFID for Food Safety

- Embedded RFID tags from field to plate

- Discussion

THANK YOU

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