



It's not my fault

&

I can prove it!

Certification

3rd Party Audits

Best Practices

Trace-backs

Certify your hard work and reap the benefits!!

Trace-Back adds to Food Safety

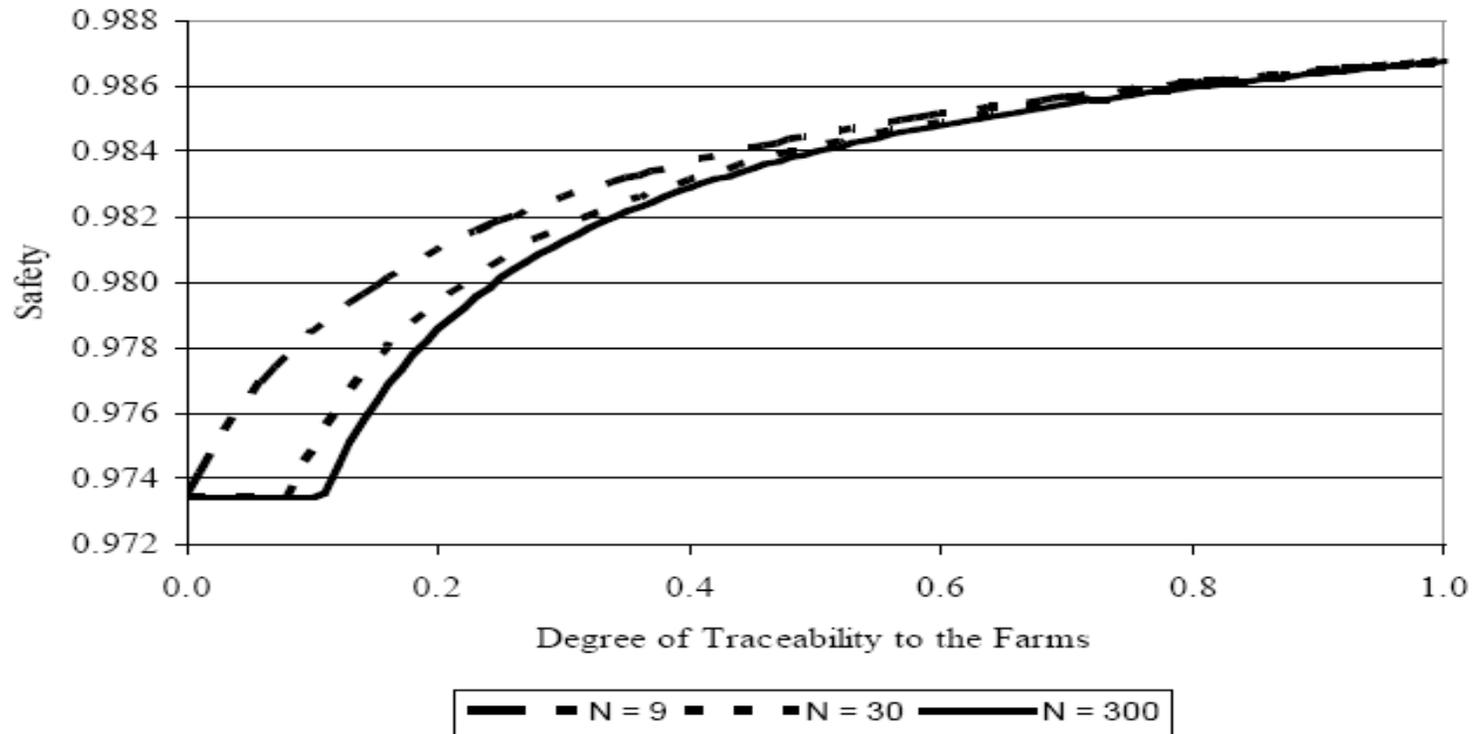


Figure 2. Safety in function of the degree of traceability to the farms

“Traceability, Liability and Incentives for Food Safety and Quality,” Sebastian Pouliot and Daniel Summer
(November 2006)

What's in it for me?

- Make more money than the other guy
- Sell to anyone
- Sell when others can't
- Reduce personal and company risk

Trace-back = Food Safety