

The Norwegian National Food Traceability Project



Challenges and Status

Mr. Oddmund Østebø
Frukt- og Grønnsaksgrossistenes Servicekontor

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The national food traceability project 'eSporing'

a collaboration between authorities and the food industry



- National food traceability development project in Norway, including the whole food sector.
- 7,6 Mill € project financed by the Norwegian government
- Considered as a high risk project



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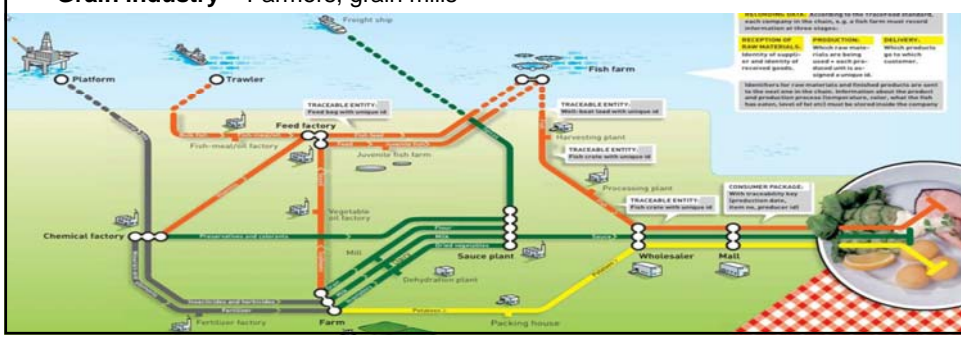
- When project is up and running – handover to a new established company owned and operated by the food industry and the retail trade – in common
- Provisional administration are detailing out a complete business plan for execution - ready for handover
- Non-profit organization - revenues generated through a product fee



Industries joining the project

Pilots- limited time & budgets

- Fresh Produce industry** – Importers, traders and institutional households
- Meat industry** – Slaughterhouses, meat industry, butcher shops
- Fish industry** – Fishermen, fish processing, exporters
- Grain industry** – Farmers, grain mills



Challenges experienced in pilot

– Learning by doing

- Effective float of goods based on EDI – earning potential ?
 - Technical EDI setup for the trade are costly
 - Integration with existing ERP are costly

- EDI investments needs EDI partners through the whole value chain
 - Need of understanding / adaption

- Track&trace needs participants through the whole value chain.
- Full track & trace demands internal track & trace routines
- We talk float of goods based on EDI with our pilot members – not track & trace.



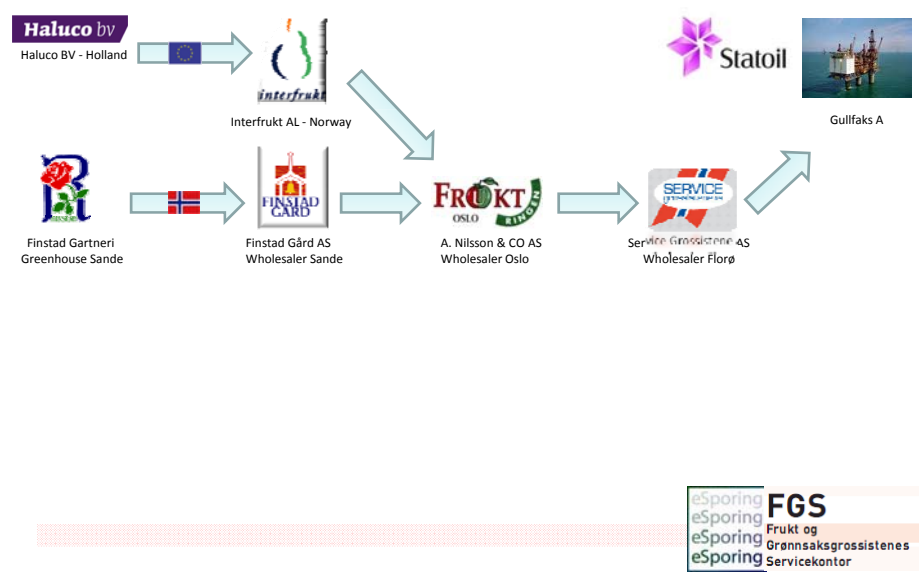
Challenges experienced in pilot

– Challenges with our foreign suppliers

- Low utilization of existing international standards makes float of goods based on EDI challenging.



Status Pilot - Fresh Produce



How Norway prepare for future..

- Make national and international agreements on utilization of existing international standards to lower logistics- and distribution cost
- Set national practical standards for generic produce & packaging

Product	Case	Units in SKU	Weight SKU	SKU full pallet	Internal number	Generic GTIN
cucumber	IFCO6413	28	8,68	48	10128	7031545000029

- Prepare for EDI communication cross borders
 - Advance Ship Notice EDIFACT & SSCC
- Are prepared the day the trade asks for it ...





Combining governments wishes with the interests of trade is not easy.

Even in a country like Norway – which has good track record for similar collaborating projects



eSporing FGS
eSporing Frukst og
eSporing Grønnsaksgrossistenes
eSporing Servicekontor