

# What is traceability?



A traceability system is a simple process of data collection and recording which can provide evidence of the path an egg takes through the supply chain.

## Why is traceability important?

Quality and food safety issues can be traced to the correct farms as well as specific production areas or sheds meaning problems with specific production areas can be identified and steps taken to rectify concerns.

### PROTECT YOUR ASSETS

You will be better prepared to assess the source of the problem and take steps to prevent the spread of disease.

### PROTECT YOUR BRAND

Strong traceability will help you rule out your farm or execute a product recall quickly, in the event of poor egg quality or an egg-related public health issue.

### PROTECT YOUR INDUSTRY

Demonstrating responsible traceability to consumers builds confidence in the entire egg industry.

## What does traceability look like?

There are many methods to effectively collect and record traceability data, including:

### PEN & PAPER

Although this approach has limitations, traceability can be achieved with a simple pen and paper system, providing record keeping is approached diligently and consistently, records are stored effectively and an easy reference filing system is used.

### SIMPLE SPREADSHEETS

Ensuring records are stored digitally in simple spreadsheets (Microsoft Excel or Google Sheets) can improve traceability outcomes as the records are kept in one place and can be backed up.

### TECHNOLOGY ASSISTED

Data collection apps and smart forms enable traceability records to be made on-the-go, wherever devices can be used on the farm. Records can be captured in the same way across the business and easily backed up.

## Traceability features



### SIMPLE

On-farm traceability does not require an overhaul of current processes.



### INEXPENSIVE

There doesn't need to be significant costs in establishing a traceability system.



### TIME-SAVING

A disciplined traceability system saves time in the long run.



### SET UP FOR THE FARMER, RUN BY THE FARMER

traceability systems are set up for the farm, by the farm, to benefit the farm. All records and data remain the property of the farm.



### FLEXIBLE

Farms can develop their own traceability system which suits their particular operation.

For more information go to [australianeggs.org.au](http://australianeggs.org.au)

