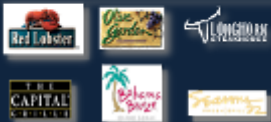




Global Food Safety Traceability



Ana Hooper

Vice President Total Quality

Darden



global aquaculture
the alliance

Ana Hooper

Darden Restaurants, United States

- **Ana Hooper is vice president of total quality for Darden. She leads a team of more than 50 professionals responsible for all aspects of supplier and restaurant food safety and quality.**
- **Hooper and her team ensure the safety and quality of more than 2,000 products from 1,500 suppliers in more than 35 countries around the world. They are also responsible for food safety and quality practices in nearly 1,800 Darden restaurants.**
- **Hooper is a member of the National Fisheries Institute, Global Aquaculture Alliance, Conference of Food Protection and Global Food Safety Initiative. She serves on the United Fresh Produce Association board of directors.**

Darden

- Darden is the world's largest full service restaurant company
 - Red Lobster, Olive Garden, Longhorn Steakhouse
 - Capital Grille, Bahama Breeze, Seasons 52
- Nearly 1,800 company owned and operated restaurants in over 1000 North American communities
- Employs more than 180,000 people across North America
- Serves over 400 million meals to US customers annually



A Fast Moving Global Supply Chain

- **\$3.0 billion in purchases**
- **6 distinct Brands**
- **Supply 1,800 restaurants**
 - **2,200 SKU's**
 - **1,500 suppliers**
 - **35 countries**
 - **180,000 people handling food at the restaurants**
- **Largest food service direct importer of seafood in the US**
- **Second largest buyer of US beef in full service restaurant sector**
- **Move over 40 million cases of product per year through:**
 - **Multiple Distribution Channels including:**
 - **Grocery, Produce, Fresh Fish, Dairy, Bakery and Beverage Alcohol**
 - **More than 100,000 deliveries a year, and covering over 12 million miles**



Total Quality Strategy

Strategy: Utilizing a risk based, Hazard Analysis of Critical Control Points (HACCP) approach, ensure food safety practices are integrated at all levels of the Darden Supply Chain including Restaurants, providing:

- Highest level of security (domestic & international)
- Traceability from pond to plate/farm to fork

Strategic Focus:

- Proactive vs. Reactive protection of our guests and Brand
- Staying current with all food safety issues and trends
- Building strategic relationships with Industry, Government and Academia

FOOD SAFETY IS OUR #1 PRIORITY



Supplier Food Safety Best Practices

- Strategic alliance with suppliers to drive Total Quality
 - Clearly defined product specifications
 - Specification validation
 - Technical resources, training and development
 - Point of Origin Inspection and testing of seafood and fresh produce
- Visibility to Manufacturing Facilities Inspection Data
 - Products may only be purchased from approved Manufacturing Facilities



Supplier Food Safety Best Practices

- **Visibility to Critical Product Data**
 - Full visibility to Food Safety and Quality Compliance
 - Corrective Action Tools to drive Continuous Improvement
 - Full visibility to supplier data verifying products meet the Specifications prior to shipping
- **Full Product Traceability**
 - Highest level of security to the Darden supply chain with traceability from pond to plate/ Farm to fork
 - Shelf Life Management
 - Food Safety Crisis Management



Key Traceability Data Elements

- Physical location that last handled product
- Incoming lot # of products received
- Amount of product manufactured/shipped
- Physical location where product was shipped
- Date/time product was shipped and received
- Outgoing lot # of product shipped
- Date/time lot was harvested/manufactured
- Ingredients used in product



Darden Traceability Expectations

- **Food Safety Crisis Response:**
 - To successfully and swiftly manage any food safety incident, ensuring speed of action for problem resolution with clear, timely communications
- **In Partnership with GS1, Darden has adopted the framework and use of GS1 standards to:**
 - Ensure it is built upon our best estimate of what the regulatory requirements for traceability will look like
 - Ensure it is built in a manner that keeps traceability simple, effective, and aligned with the greater food industry



Traceability

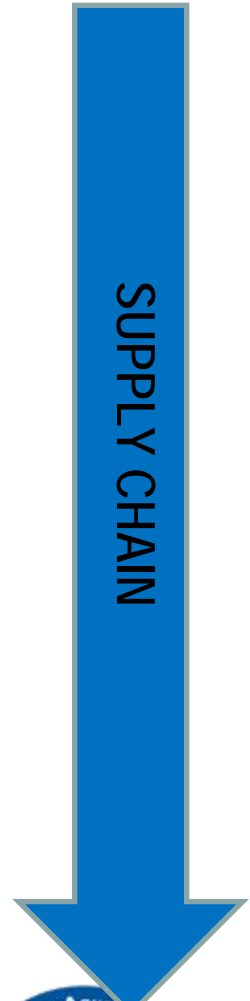
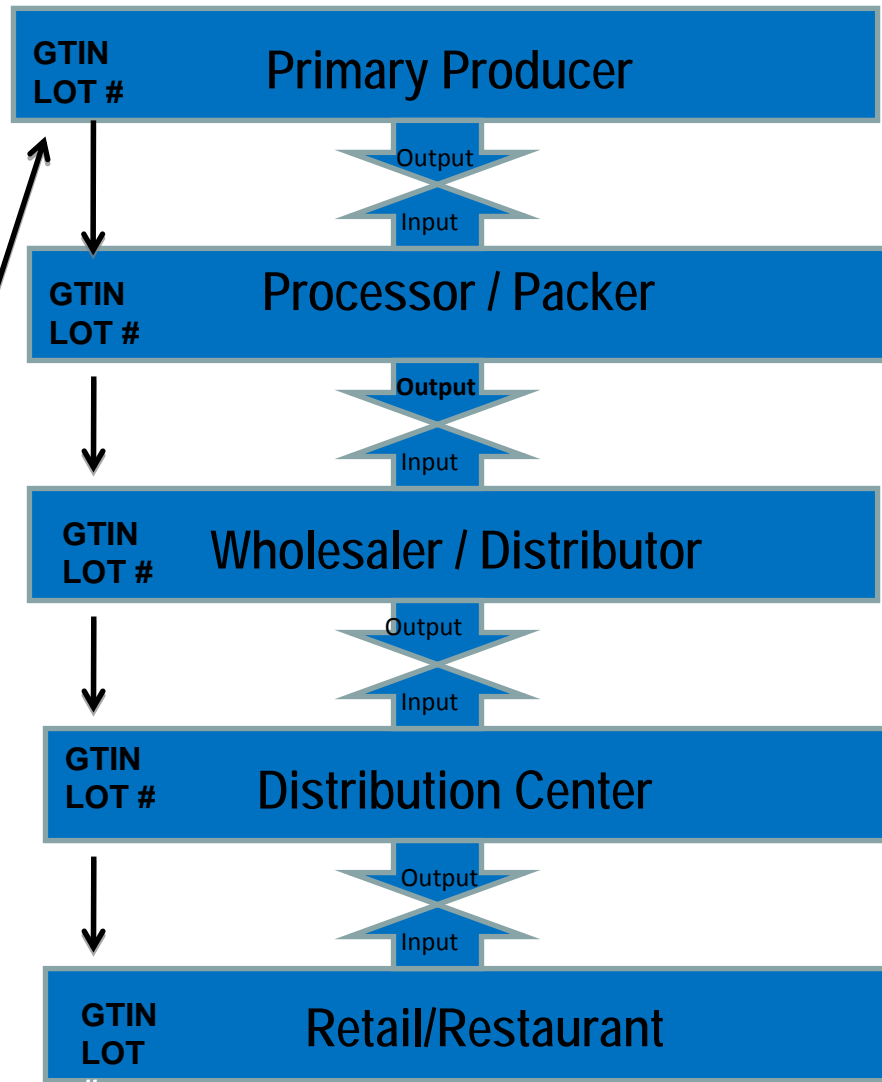
- **The GS1 Global Traceability Standard defines the essential information that must be collected, recorded and shared to ensure “one step up, one step down” traceability**
- **The standard is applicable to companies of all sizes and geography**
- **Best business practices require the adoption of bar coding on packaging hierarchies that may include shipping logistics units, pallets, cases, and consumer items**
- **All bar code formats with the exception of the UPC-Type 2 bar code, which is used on variable-weight consumer level products, contain a Global Trade Item Number (GTIN)**
- **GS1 publishes general guidance on GTIN allocation. The seafood distribution channel has product characteristics that are different from general grocery items, so additional GTIN allocation guidance is necessary**



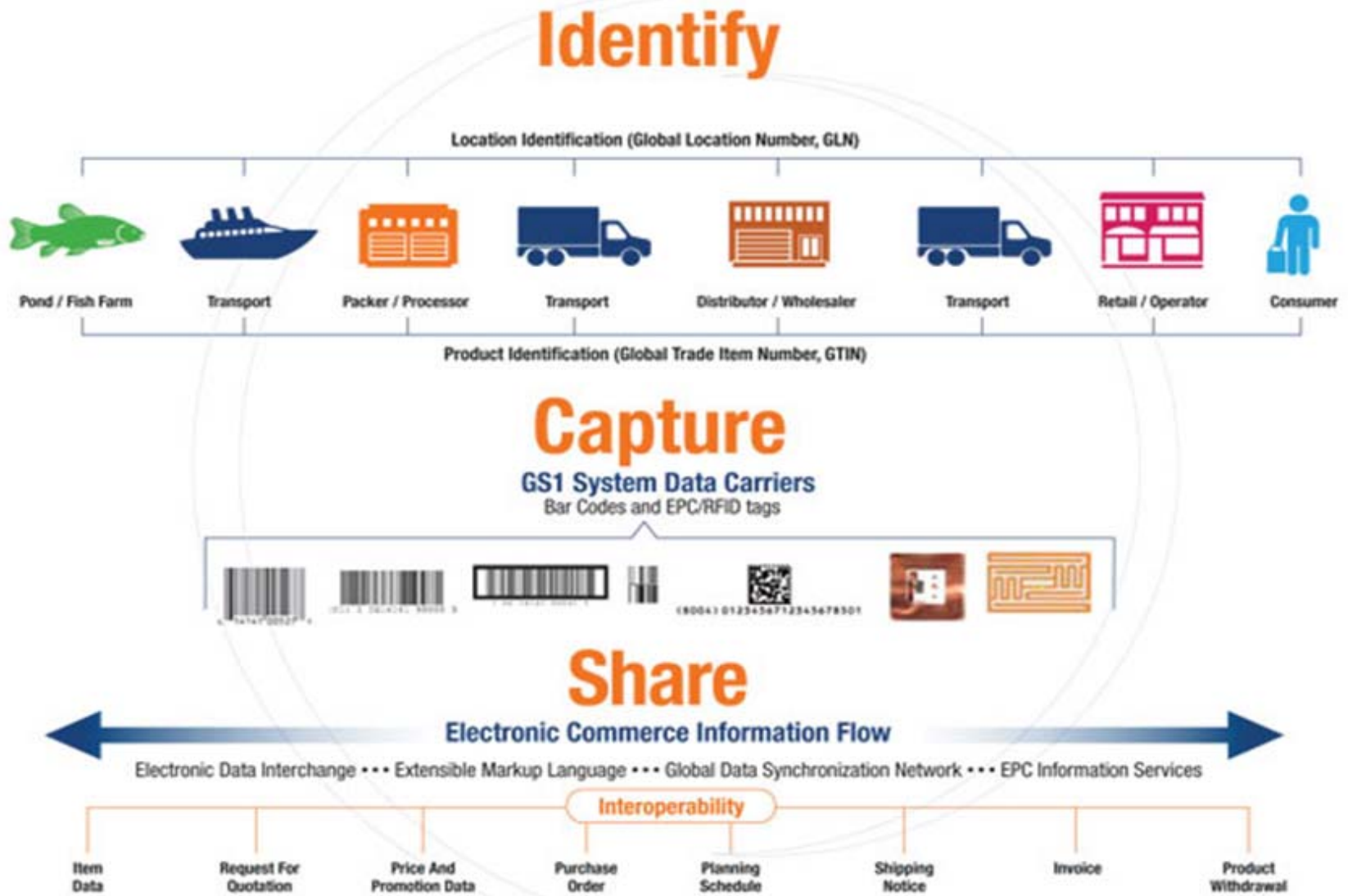
Basic Premise: One Up / One Down



- 1. Case ID (GTIN):
10577343123457
- 2. Lot #:
267A1156



Seafood Industry and GS1



In Summary

- Product tracing protects public health
- Full Traceability requires both “Internal” and “External” information sharing through the entire supply chain
 - “Internal” is traceability within a company, organization or entity
 - “External” (or “Chain” as it is also known) is traceability between supply chain entities.
- Adherence to Bio Terrorism ‘one-step-up, one-step-down’ is a must
- Key Data Elements must be specific at the lot level and be printed on product cases, as well as accompanying paperwork
- Key Data Elements must be recorded at important points in the supply chain so that food products and their ingredients can be traced
- Information must be readily available, in electronic format, in the event of a crisis Enable distribution channel participants to follow products as they move through the supply chain quickly responding to:
 - **Product Recalls/Market Withdrawals**
 - **Regulatory Compliance**
 - **Public Health Trace Backs**
 - **Order Management/Inventory Accuracy**

