

## **16th IFOAM Organic World Congress**

Modena, Italy, 18.06.2008

**“Data streams of product chains need advanced and open IT technology to provide information for traceability and quality management issues”**

Frank Gerriets, Director

Organic Services GmbH, Munich, Germany

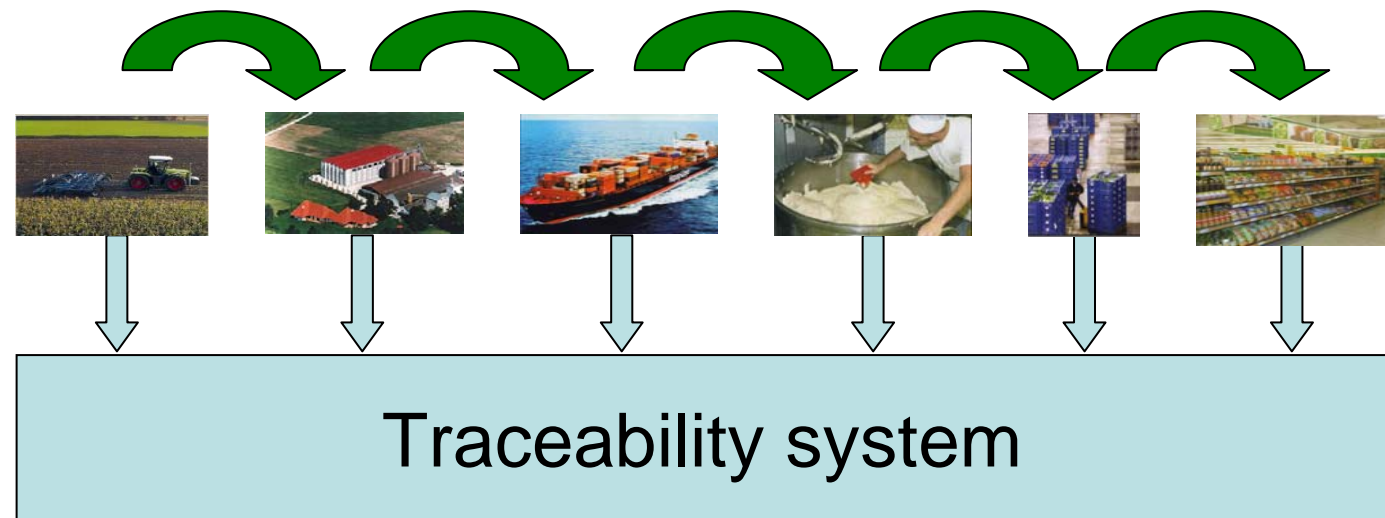
- Definition of the lot
- Identifier
- Vehicle for information and a database management system that manages the information

- Number of the lot/batch (unique)
- Name of the product (e.g. “Rice”)
- Name of the producer (e.g. “Smith, J.”)
- Amount of the product (e.g. 1,257 tons)
- Information of origin such as
  - Producer contact details
  - Seeds (certification status, grower etc.)
  - Applications (fertilizer, compost etc.)
  - others

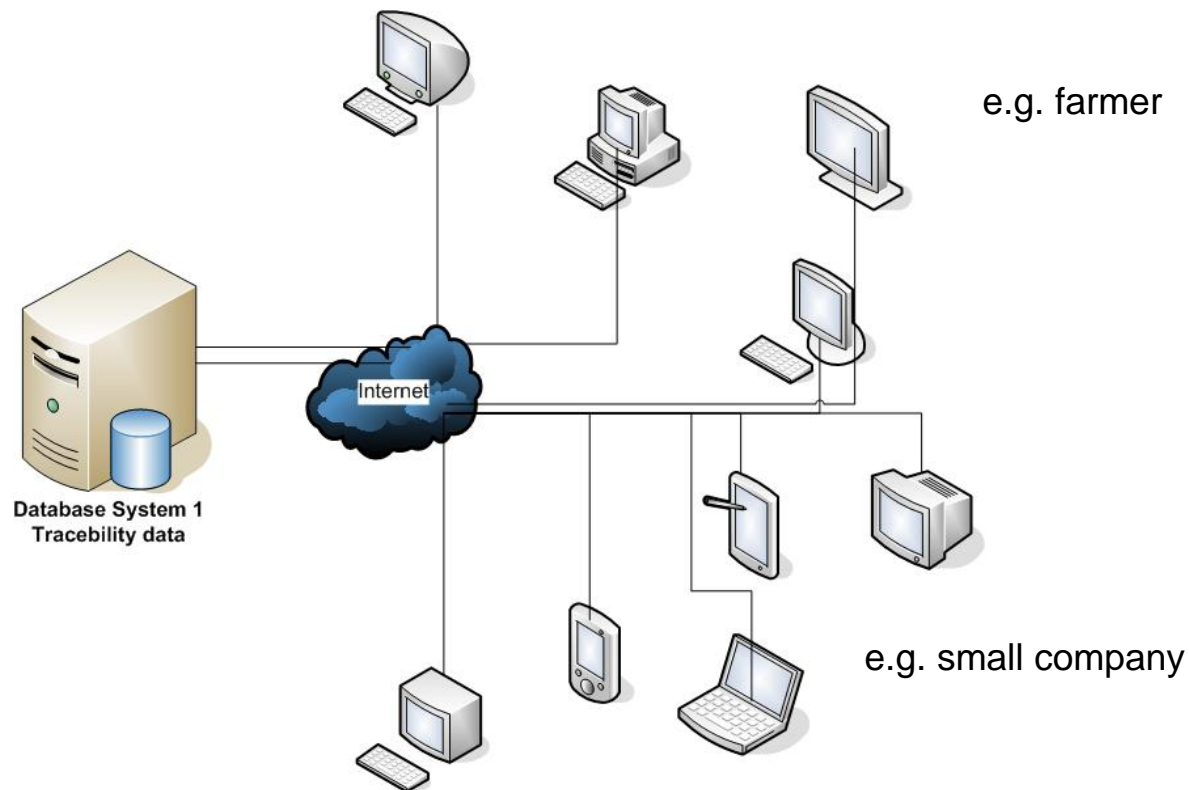
- RFID tag  
(Radio Frequency Identification)
- Bar Code  
(GS1 standard, EAN code)
- Handwritten notice attached to the lot/batch

- **Vehicle for information** and a database management system that manages the information

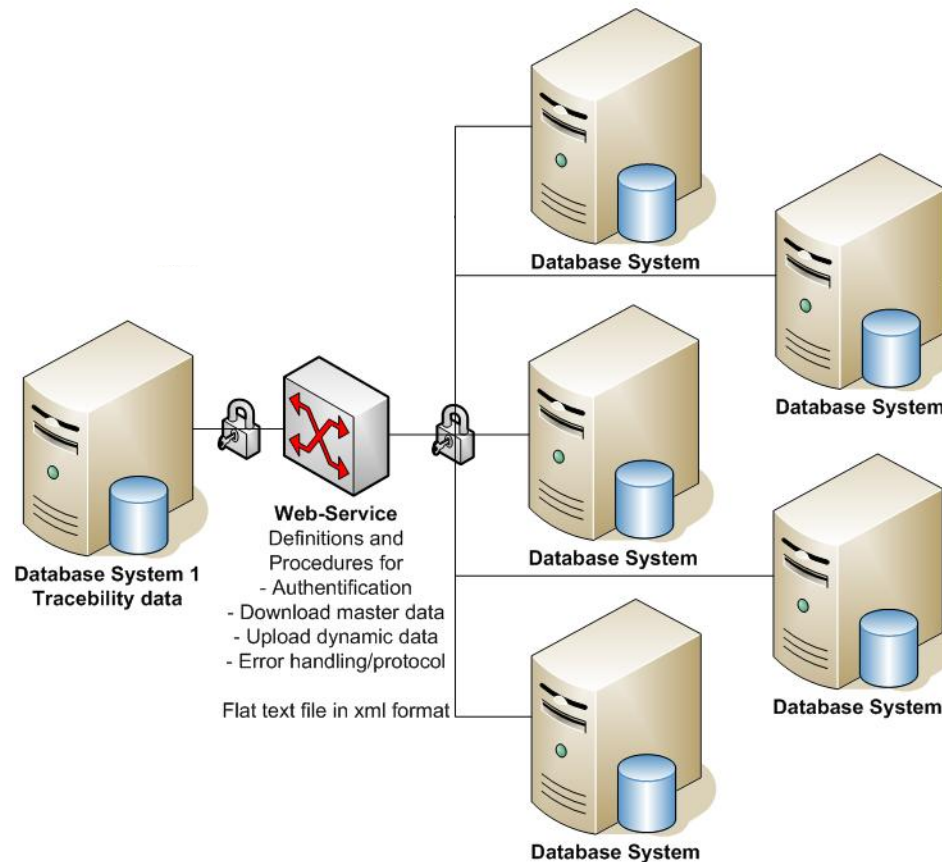
Information has to follow the product (lot)  
on its way through the chain of custody



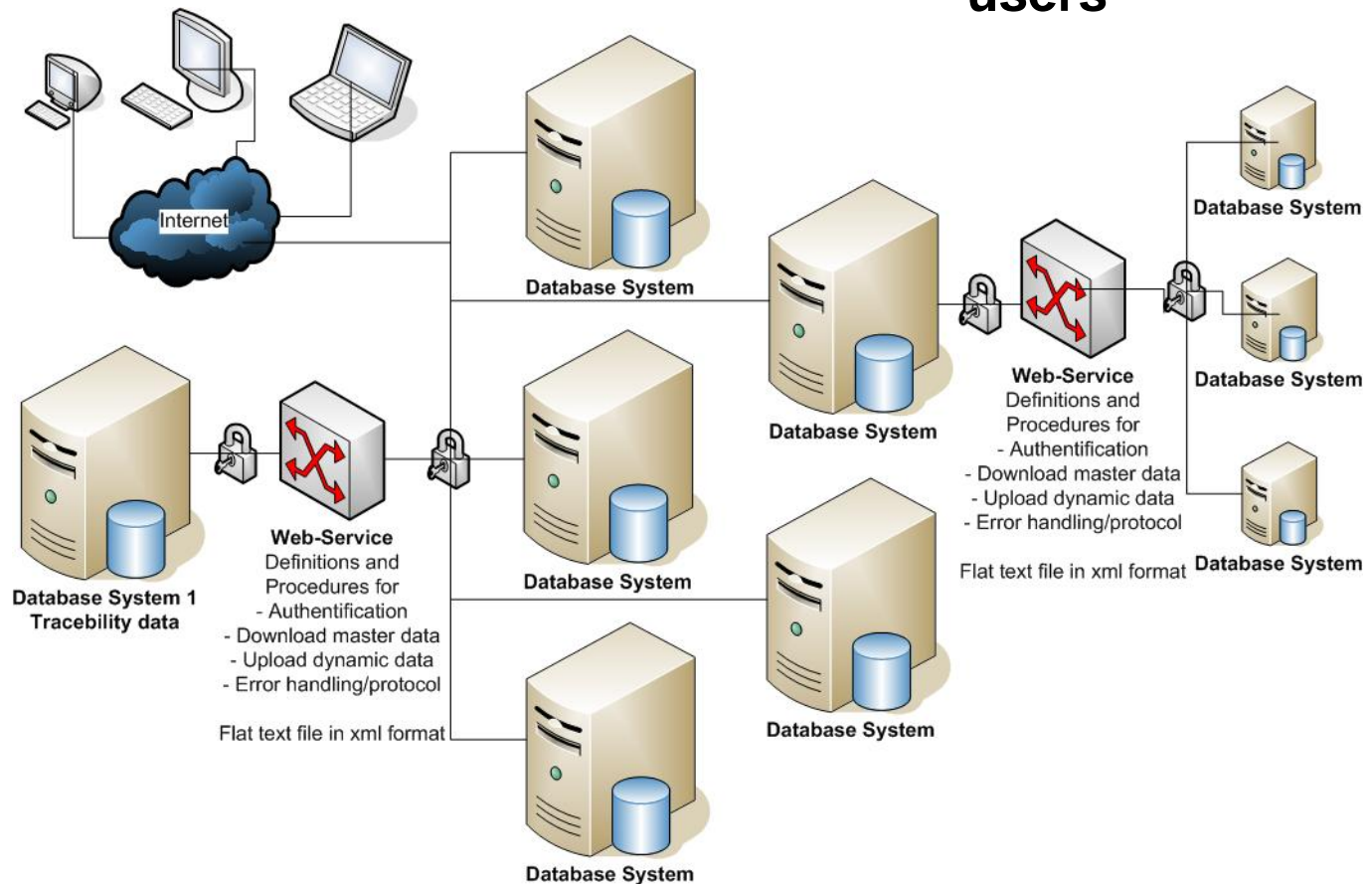
- For product chains or participants which do not have own IT systems, a centralised web system works best. All data can be entered manually on the internet



- **Business to Business (b2b) relationships require web-services as open platform for exchanging data**



- **Web-service (automatic) and web entry (manual) can be combined to meet communication need of users**



- Highly theoretical and very complex research and governmental initiatives that might not become reality – don't wait for them!
- Existing solutions targeted to industry and sector specific needs; suitable for all sizes of businesses
  - Intact/BioStockManager (covering 100% of the organic grain market in Austria); [www.intact.cc](http://www.intact.cc)
  - ERP (Enterprise Resource Planning) systems focused on traceability (e.g. TraceNet; [www.tracenet.at](http://www.tracenet.at))



www.bio-mit-gesicht.de - Mozilla Firefox

http://www.bio-mit-gesicht.com/1000470/

Organic Services... s... Falk - Routenplaner Aktuelle Nachrichten -... LEO Deutsch-Englisch... Dresdner Bank - Ges...

weltzeit, Weltzeituhr, uhrzeit www.bio-mit-gesicht.de

**bio-mit-gesicht.de**

Braumanufaktur Forsthaus Templin

Startseite Unser Betrieb Unsere Produkte Kontakt **Produkttherkunft**

Was ist öko-Landbau?  
Woran erkenne ich öko-Lebensmittel?  
Wie wird kontrolliert?  
Warum sind öko-Lebensmittel teurer?  
Mit Bio gewinnen

**Produkttherkunft**  
Umgang-Nummer:  
**1000470**  
Braumanufaktur Hell  
Produktinformationen

Gewinnen Sie ein  
Familien-Wochenende  
auf dem Bio-Bauernhof

Diaschau starten

Das Team der Braumanufaktur (v.l.n.r.): Geschäftsführer Jörg Kirchhoff, Mitarbeiter Lothar Kerkow, Kneipassistentin Liene Radtke, Geschäftsführer Thomas Köhler und Mitarbeiter Roland Müller

**Braumanufaktur Forsthaus Templin**  
Thomas Köhler und Jörg Kirchhoff GbR  
Templiner Str. 102  
14473 Potsdam

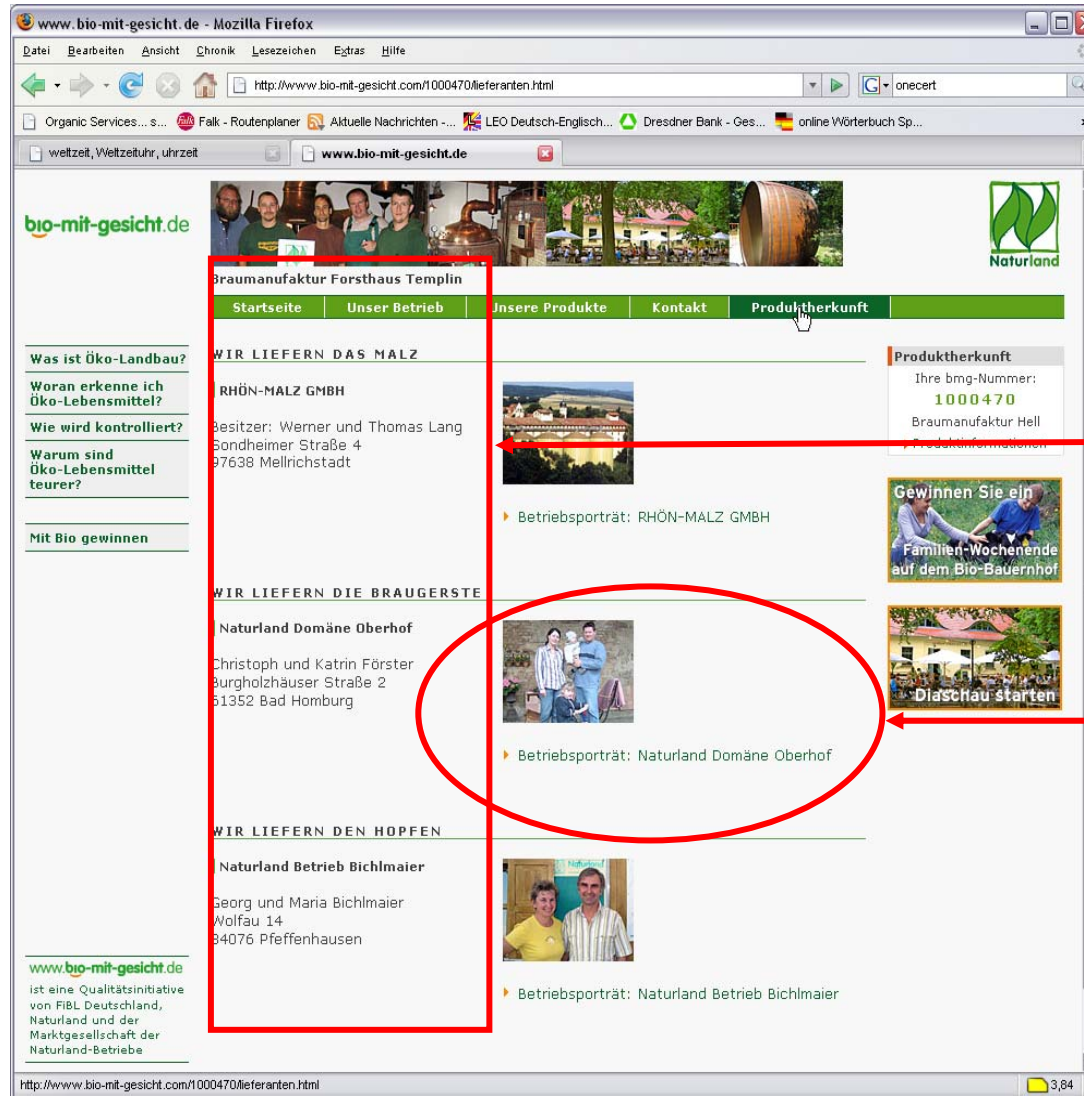
Seite drucken Seitenanfang

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„Product origin“ provides information about production levels

Lot number

address and other contact details of the brewery



The list of suppliers is shown

If there is additional info available in the system, these are hyper-linked

# Traceability across production levels

## www.bio-mit-gesicht.de

The screenshot shows the website interface with the following elements:

- Navigation Menu:** A green bar with links for 'Startseite', 'Unser Hof', 'Unsere Produkte', and 'Kontakt'.
- Main Content:** A large photo of a family (Christoph and Katrin Förster with their children) with the caption 'Christoph und Katrin Förster mit ihren Kindern Annemarie und Justus'.
- Left Sidebar:** A list of questions and answers related to organic farming, such as 'Was ist Öko-Landbau?' and 'Woran erkenne ich Öko-Lebensmittel?'.
- Right Sidebar:** A vertical list of activities and products, including 'Gewinnen Sie ein Familien-Wochenende auf dem Bio-Bauernhof', 'Diaschau starten', and 'Braugerste'.
- Contact Information:** A box containing the name 'Naturland Domäne Oberhof', address 'Burgholzhäuser Straße 2, 61352 Bad Homburg', and phone number '06172 41471'.

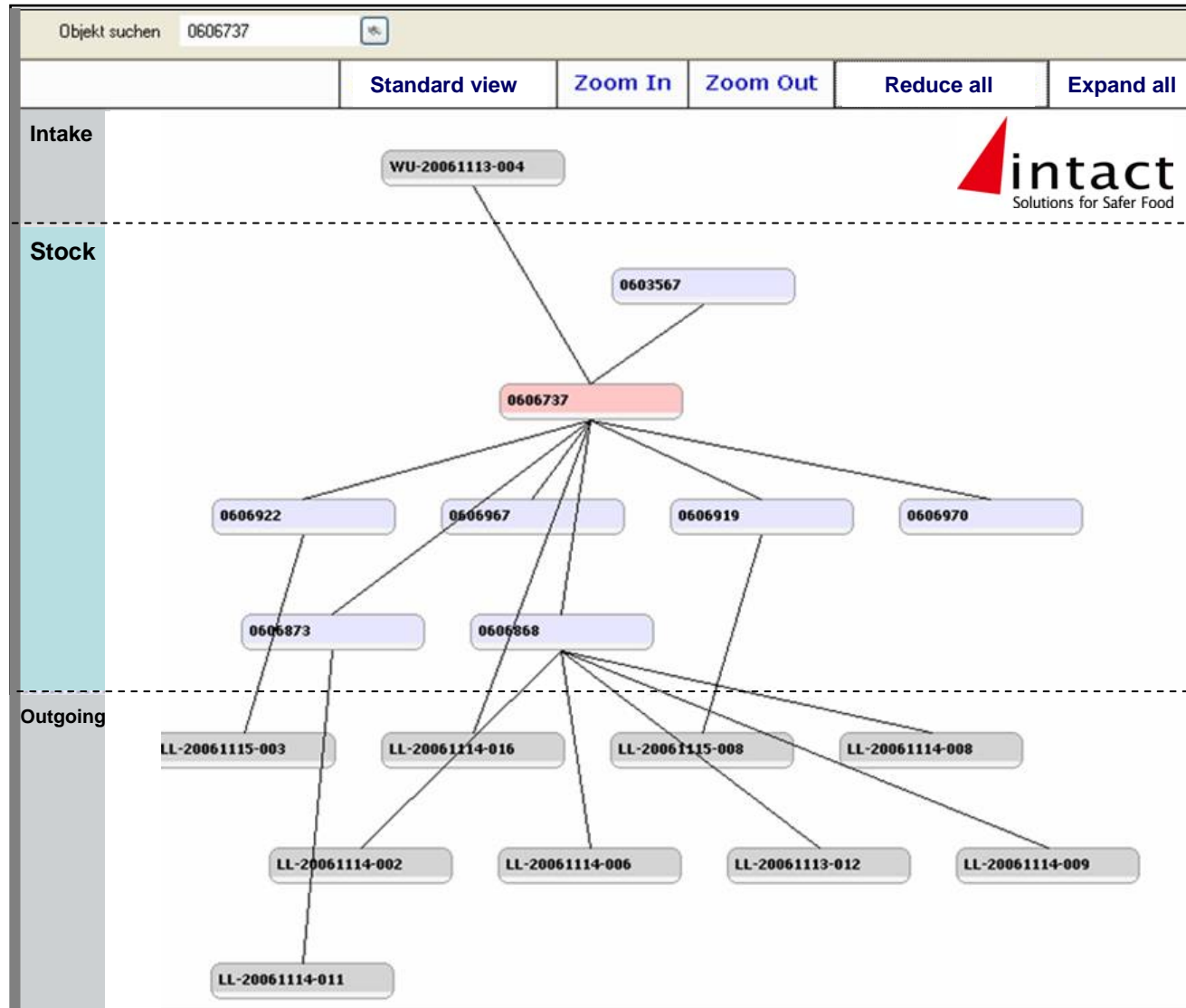
Additional information about the farm is provided:  
 → 'Our farm'  
 → 'Our products'  
 → 'Contact'

General information about organic agriculture, the CB, the certification scheme etc.

- Lottery  
 - Slide show  
 - Product information  
 - For other products also recipes are Available

Powered by





- Start now: Don't hesitate, traceability systems are available already today!
- Strengthen your market position by offering information about the origin of your products!
- Think about your partners in the system. Offer synergy potentials to all!

# Organic Services GmbH

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