

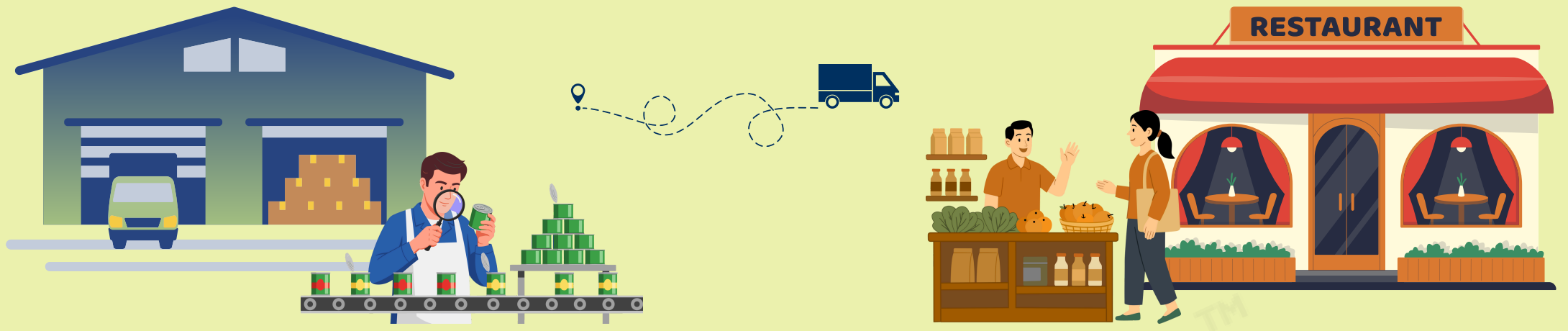
WHAT IS FOOD TRACEABILITY?

➔ **TRACEABILITY** involves keeping track of food products throughout the supply chain. It means knowing:

Where your food came from



Where it went



WHY IT'S IMPORTANT:

- 📍 Helps unsafe food be identified quickly
- 📍 Allows food to be **withdrawn or recalled**
- 📍 Reduces risk to customers and your business

WHAT'S THE DIFFERENCE BETWEEN WITHDRAWAL AND RECALL?

WITHDRAWAL

➔ Where unsafe food is removed from the supply chain. It's used when unsafe food has not yet reached the consumer.

RECALL

➔ Once the unsafe food has reached the consumer, requiring the removal of the product from the market and advising consumers to take action, such as to return the food to the place they purchased it from or to throw it away.



The more information a business keeps, the easier and quicker (and most likely cheaper) it is to identify the affected food and take the necessary actions to reduce the risks to consumers.



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