



Executive Brief

# Food Traceability

Enterprise-wide visibility and tracking  
to identify and mitigate outbreaks.



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Gain real-time visibility of all items entering your stores, so you can quickly flag and prevent recalls and outbreaks across your locations.

Door to Floor™ Traceability provides a preliminary scan to identify and stop any suspected recalled or outbreak items at the point of identification, sending stores an instant notification on how to handle the item.

An easy to use enterprise-wide reporting tool gives retailers the ability to track the contaminated item back to the originating source, mitigating risk and reducing financial losses.

## Key Benefits



Trace outbreaks for both produce and meat items



Gain real-time data to determine when contaminations may have occurred, identifying problematic vendors and suppliers



Door to Floor™ traceability helps pinpoint and specify the exact items and contents involved in a recall



Reduce financial losses of non-reimbursed products

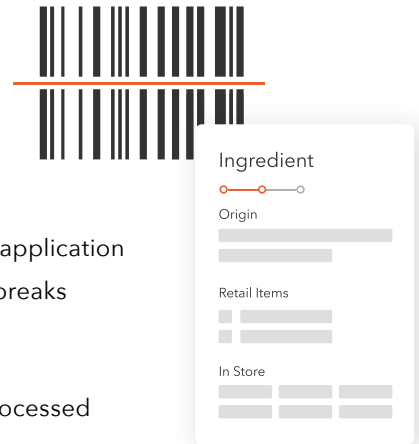
## Key Features

### Produce Traceability

- Capture origin details of produce as it's processed
- Attach retail items being produced
- Scan and record data with an in store mobile application
- Seamlessly notify all stores of recalls and outbreaks

### Grind Traceability

- Capture origin details of primals as they're processed
- Attach retail items being produced
- Ensure local regulation compliance
- Scan primals processed within the meat department
- Capture trim in grind process
- Transform meat into grind



Annual average retail direct cost due to recalls



Of consumers expect food companies to fully resolve a recall or outbreak within 1-2 days



Ensures FDA and EU regulations are met, avoiding huge regulatory fines and fees

To learn more, contact us at **1-813-849-1818** or email **[sales@applieddatacorp.com](mailto:sales@applieddatacorp.com)**

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