



trace r&d | 2009

Diamond/Diamant

Canada 

Platinum/Platine



Gold/Or

Manitoba 

 Ontario



Silver/Argent

Alberta

IBM[®]


ManitobaPork

CANADIAN
Cattlemen
THE • BEEF • MAGAZINE

Bronze/Bronze

Alberta Farmer Express
Canadian Poultry Magazine
Canadian Wheat Board /
Commission Canadienne du blé

Consumer & Marketing Demand Network
Gallagher Canada
Grainnews
Intelliware Development Inc.

Manitoba Co-operator
On Trace
Trace it Solutions

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Traceability and On-farm Liability

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Trace R&D 2009 – Winnipeg, Manitoba



Traceability

- attempts to map the movement of raw farm products through the value-added chain to their sale at the retail level.
- Goals
 - Identity preservation
 - Food safety promotion
 - Improve processes and product quality



Will this increase the risk of liability on the farm?

- Yes!
- Source of Risk
 - Businesses up the value change
 - Statutory liability
 - Consumers



Up the Value Change

- Governed by contract
 - Privity
 - Damages
 - Allocation of Risk and Indemnification



Statutory Liability

- Due Diligence
 - reasonably believed in a mistaken set of facts which, if true, would render the act or omission innocent,
 - took all reasonable steps to avoid the particular event.



Consumers

- Personal Injury
 - Special v. general damages
 - Pecuniary v. non-pecuniary



- Medical expenses
- Lost wages
- Childcare expenses
- Loss of future chance to marry
- Nightmares
- Lost clientele in business
- Loss of sense of humor
- Edginess



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- Missing a football game
- Pizza Anxiety
- Fear of Showers
- New wardrobe
- Depression



The Verdict

- Cost of compliance
- Cost of defending claims

