



# trace r&d | 2009

## Diamond/Diamant

Canada 

## Platinum/Platine



## Gold/Or

Manitoba 

 Ontario



## Silver/Argent

Alberta

IBM<sup>®</sup>

 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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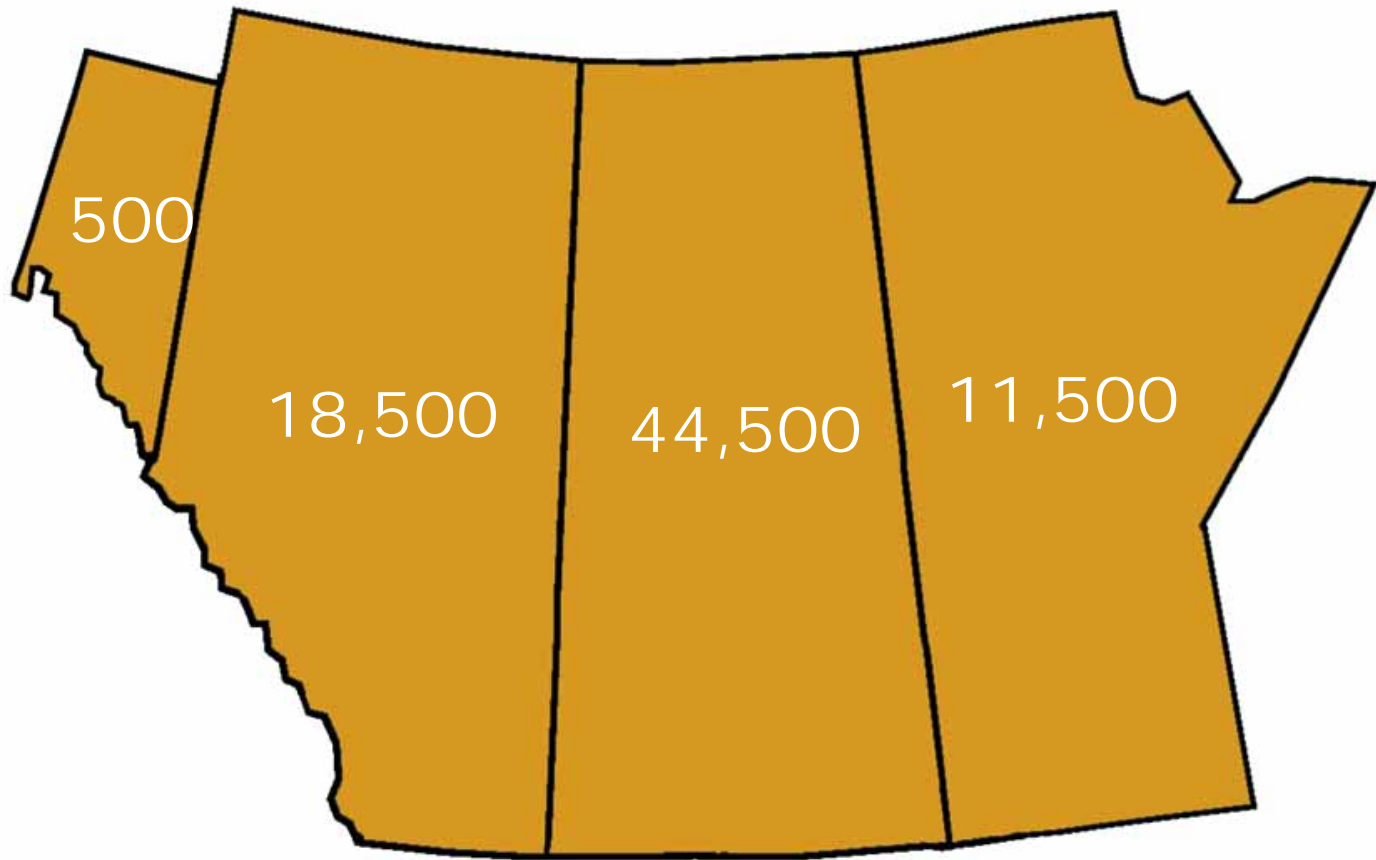
# Food safety and bulk grain exports

*Ian White*  
*President and CEO, Canadian Wheat Board*  
*June 2, 2009*

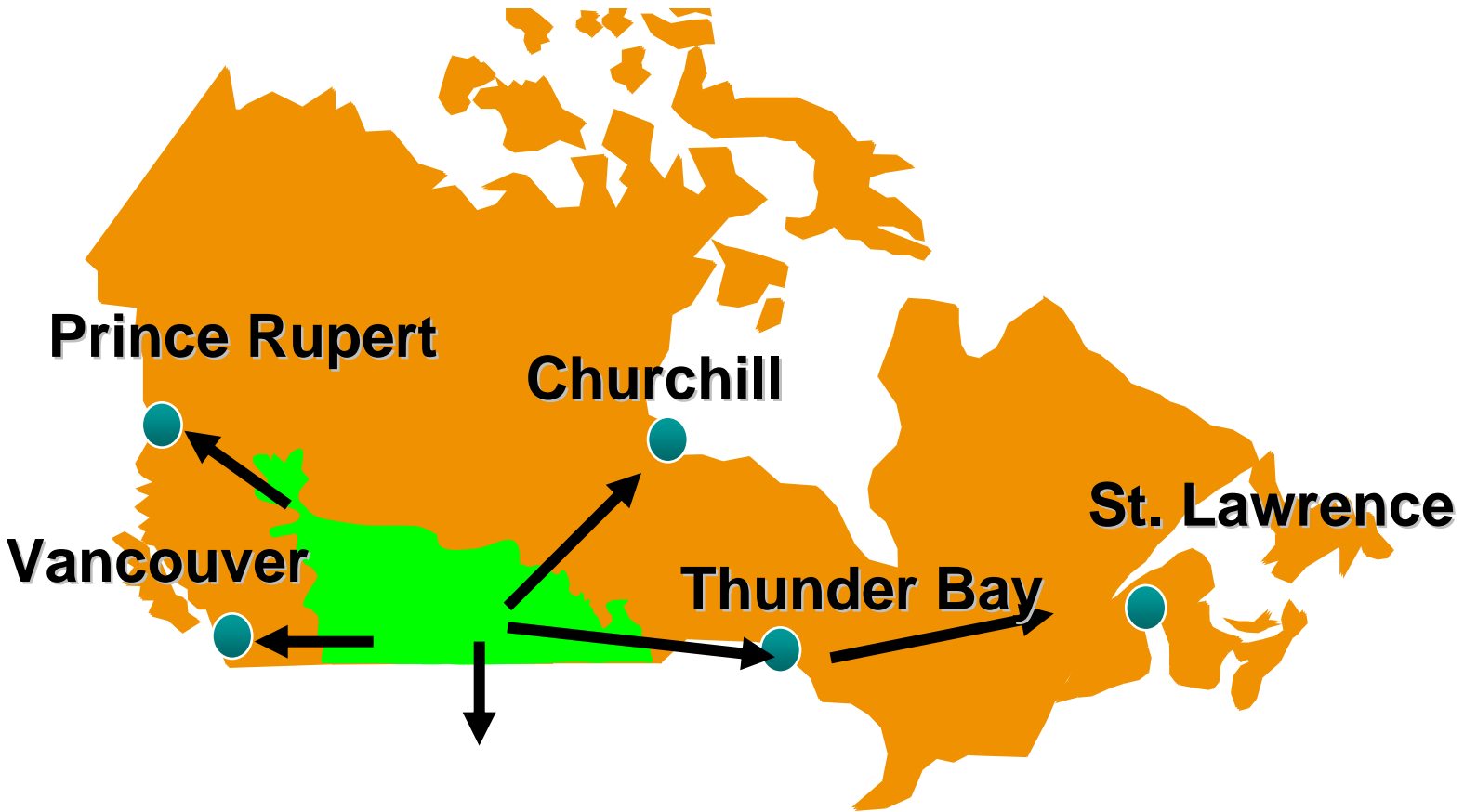


*Trace R&D 2009 – Winnipeg, Manitoba*

# Thousands of grain farms



# Export routes





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***Trace R&D 2009 – Winnipeg, Manitoba 5***



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*Trace R&D 2009 – Winnipeg, Manitoba* 6



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*Trace R&D 2009 – Winnipeg, Manitoba 7*

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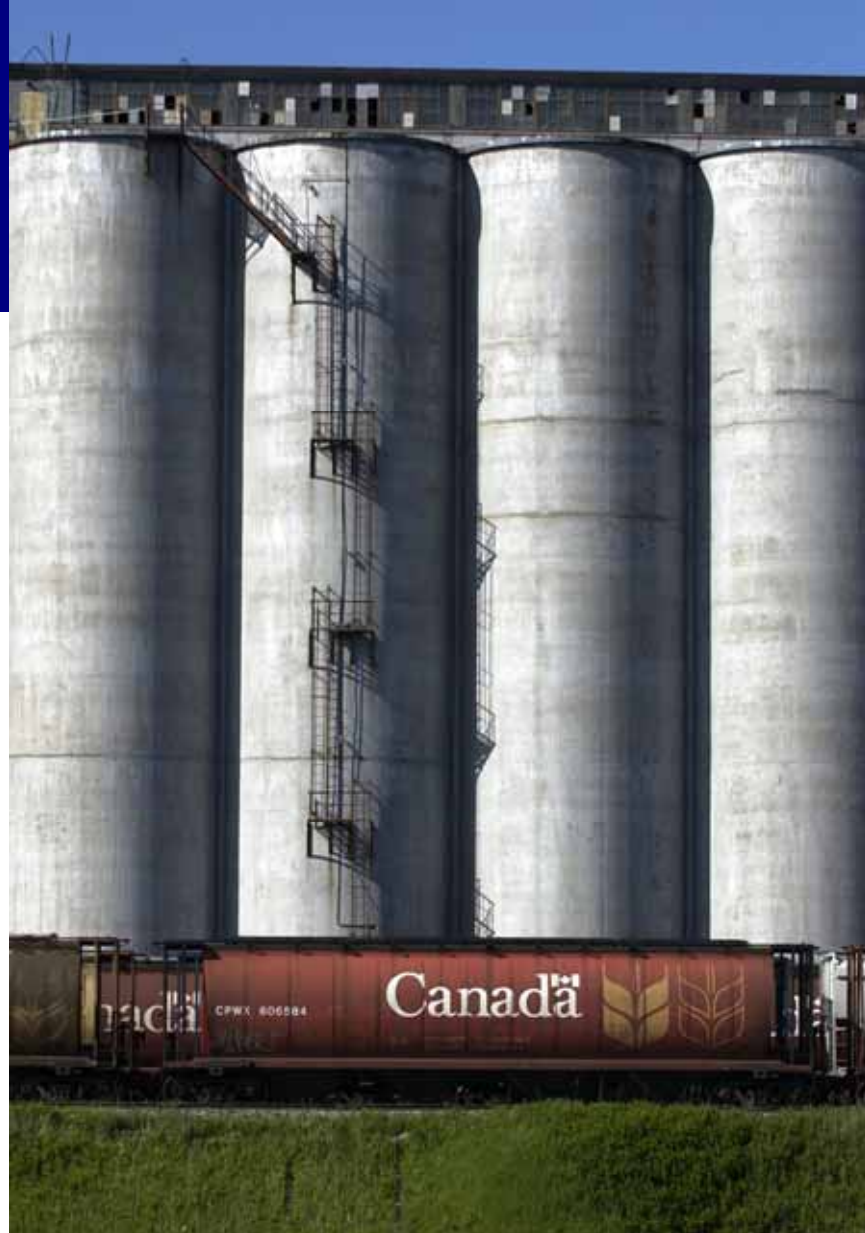




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*Trace R&D 2009 – Winnipeg, Manitoba* 14



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*Trace R&D 2009 – Winnipeg, Manitoba* 16



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# Customers focused on safety

Much confusion about traceability and its relationship to food safety.

Customers are interested in:

- Food safety
- Food security

Customers are NOT asking for traceability, nor are they willing pay for it.

There is no competitive edge to be gained by offering traceability.



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# Canadian approach to grain safety



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# Grain safety

Emphasis on known scientific risks

## Customer requests for assurances include:

- Pesticide residues
- Mycotoxins
- Heavy metals
- Radionuclides
- Microbiology
- Noxious weeds
- Ergot



# Grain safety

- Canadian Grain Commission Grain Safety Assurance programs:
  - Preventing contamination (e.g. grade standards)
  - Identification & control of suspect parcels
  - Grain safety monitoring
  - Research and development
  - Technical assistance
- Wheat and barley breeding programs (e.g. breeding for pest resistance)
- Regulations and education re: pesticide use



# Traceability concerns

- Expense
  - additional revenue to compensate?
- Logistical constraints
- Ability to supply other quality requirements along with traceability



# Priorities

- Continue to improve current approach (emphasis on scientific risks)
- Monitoring
- Strong testing and certification program
- Extract value for new services



# Opportunities

- Value of HACCP programs
- Standardized templates for recording on-farm production information: voluntary Canada Grains Council pilot
- Increased cross-commodity coordination







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***Trace R&D 2009 – Winnipeg, Manitoba 26***