

Visibility: in the news

Romaine from farm to fork



Romaine Farm to Fork (Stage 1-6)



Romaine Farm to Fork (Stage 7-12)

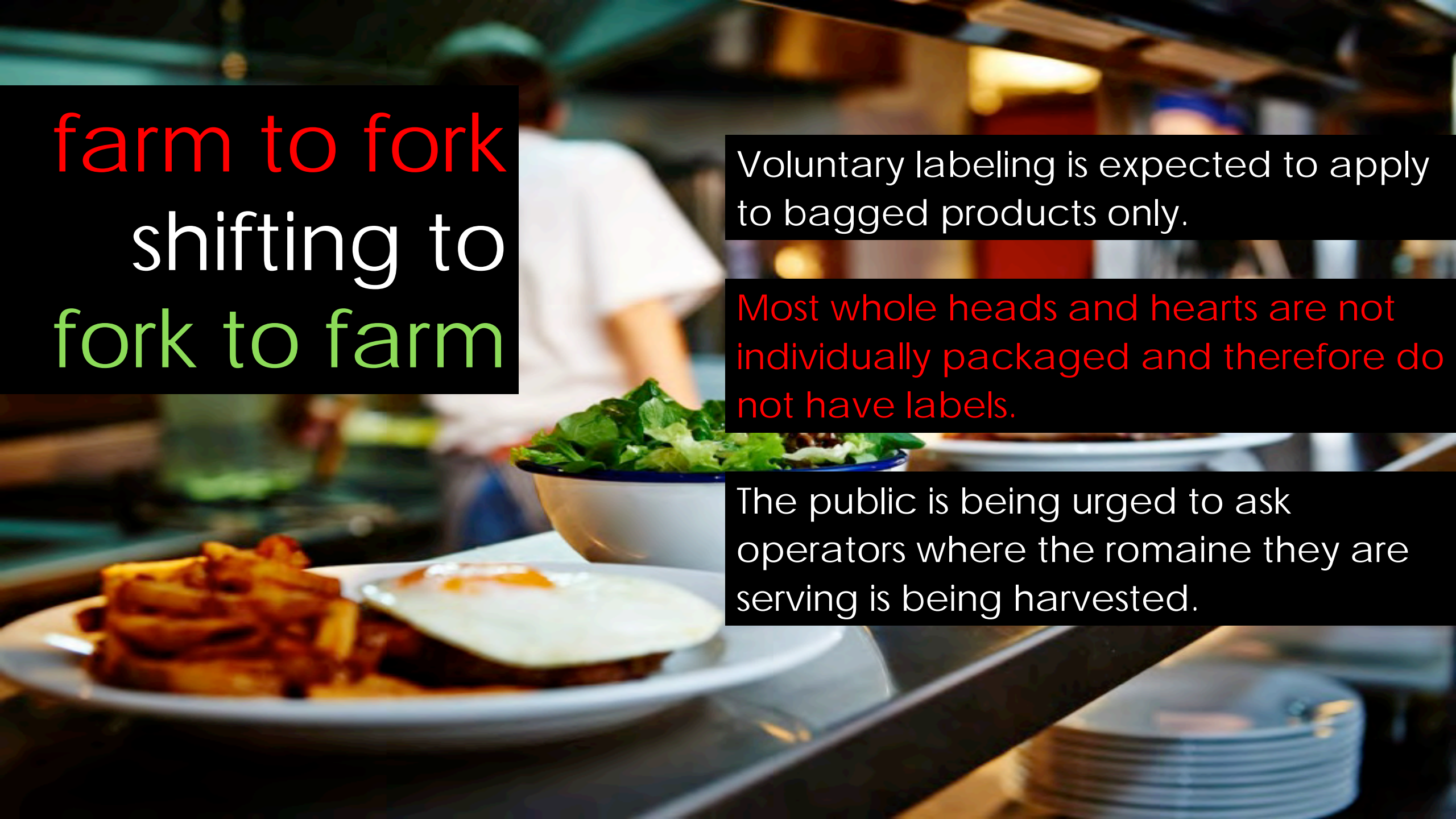


How much does a lack of visibility cost the foodservice industry?

- What are realistic steps to making improvements?

- 11/20 - E coli Outbreak in 11 states
- 11/23 - CDC orders all romaine shutdown and recalled
- 11/26 - FDA negotiates a deal with romaine industry for a new, voluntary labeling program designed to speed up traceback investigations and recalls
- 11/27 - Romaine begins to be shipped from all regions except the Central Coast growing regions of northern and central California





farm to fork
shifting to
fork to farm

Voluntary labeling is expected to apply to bagged products only.

Most whole heads and hearts are not individually packaged and therefore do not have labels.

The public is being urged to ask operators where the romaine they are serving is being harvested.



“All fresh leafy greens suppliers are expected to be able to trace their products back to farms by production lot in seconds - not days. Supplier will be required to capture digital, end-to-end traceability event information.”

Walmart