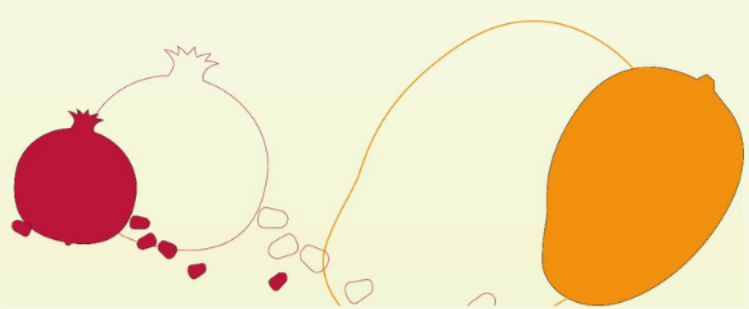
THE FRUITS AND VEGETABLES INDUSTRY SERIES

15 October 2026

Digital traceability and supply chain transparency: Policies for food safety and market access



Global Gateway

Funded by the European Union

15 October2026



OECD-COLEAD Fruit and Vegetable Industry Series
Session n°14

Digital traceability and supply chain transparency

How can digital tools support fruit and vegetable businesses with traceability and compliance?

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AGENDA

1. Monitoring changes to EU agri-food rules
2. Traceability
3. Digitalisation

1.

Monitoring changes to EU agri-food rules

www.agrinfo.eu

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AGRINFO - monitoring changes to EU agri-food rules

www.agrinfo.eu

An online platform that provides up-to-date information on all recent and upcoming changes to EU rules that have an impact on agri-food and fish value chains

2022	**142** partner countries	**6** years	**€7** million	**Agri & fish**

Funded by the European Union

Implemented by COLEAD: an international non-profit association supporting the development of inclusive and sustainable agri-food systems

COLEAD

AGRINFO

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AGRINFO - monitoring changes to EU agri-food rules

www.agrinfo.eu

Monitor EU new or changes to agri-food rules & identify what´s relevant



Clear, accessible explanations of what rules are changing, why & the implications

Reports on:

- What´s happening
- When
- Why
- Implications
- Recommended Actions
- Background & Resources

Newsletter circulated every two weeks
Free subscription:
https://agrinfo.eu/subscribe

Pesticide MRL Tracker
https://agrinfo.eu/pesticide-mrl-tracker/

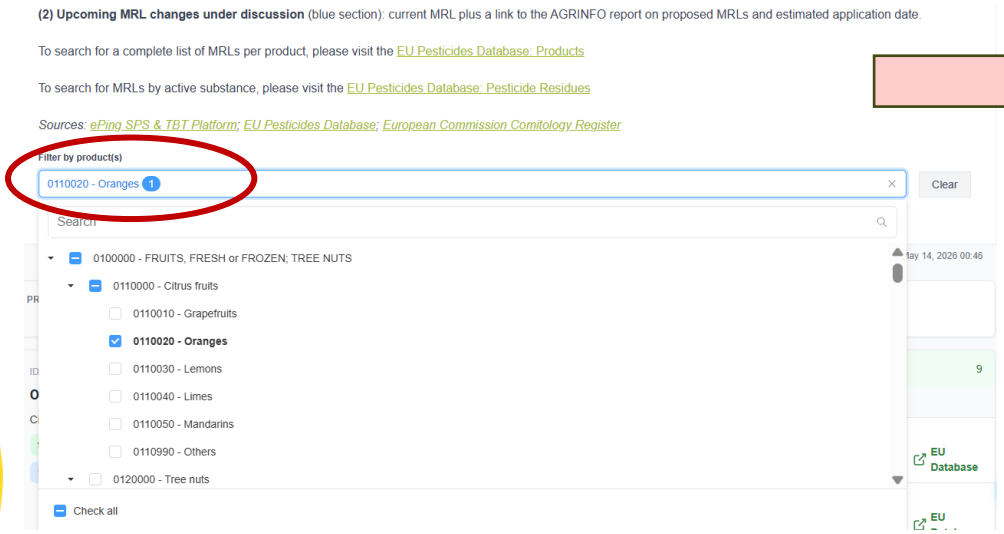
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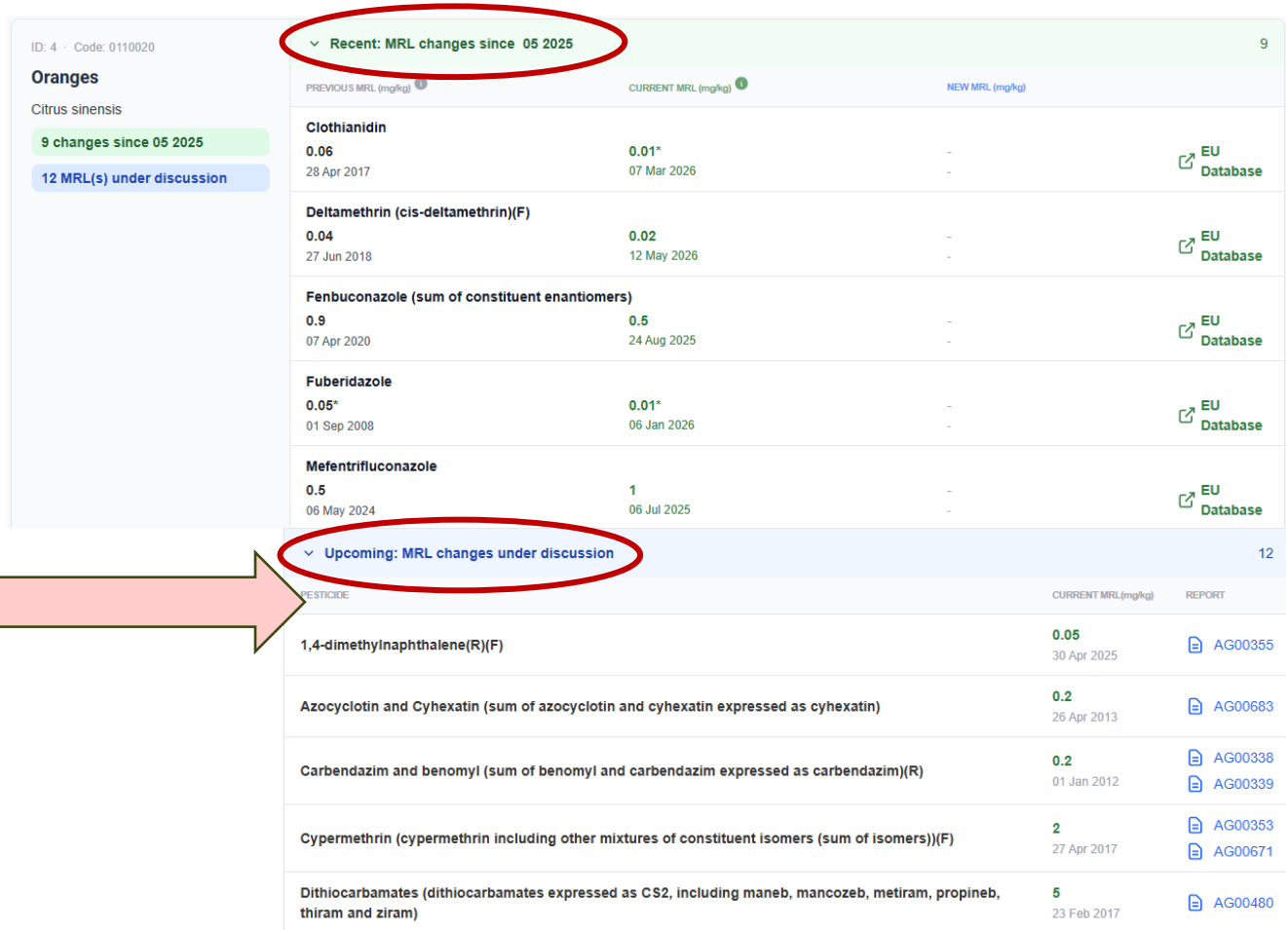
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AGRINFO - Pesticide MRL Tracker

https://agrinfo.eu/pesticide-mrl-tracker/

- Overview of Maximum Residue Levels (MRLs) per product
- All recent and upcoming changes consolidated in one tool
- Updated on a weekly basis
- Gives maximum warning of potential changes (up to 3 years)





1

AGRINFO - monitoring changes to EU agri-food rules

www.agrinfo.eu

Other digital resources

- Newsletter
- Guidances, including:
  - Organic Regulation:
    - for organic operators and groups
    - for authorities and control bodies
  - on temporary increase of official controls of food imports
  - on substance of concern in food packaging:
    - Bisphenol A (BPA)
    - Per- and poly- fluorinated alkyl substances (PFAS)

Webinars

- *Upcoming* - ELAN: Introducing the EU's new Electronic system for Agricultural Non-customs formalities *(20 & 21 Oct 2026)*
- Recordings, including:
  - TRACES: certificates and import notifications
  - New EU rules on packaging and packaging waste (PPWR)
  - New EU rules on bisphenol A and PFAS

AGRINFO

2.

Traceability

2

Traceability is crucial for fresh produce

Short shelf life

Every hour lost in the supply chain costs quality and value

Supply chains

International supply chain involve many actors in different countries: growers, packhouses, exporters, importers, retailers etc.

Information

When a problem arises, precise information about the product batch can limit recalls and rejections

Traceability is knowing where a product comes from, where it goes, and documenting it.

2 EU traceability requirements

Food safety

EU General Food Law: one step back, one step forward (also applicable to plant health)

Plant health

- Import controls at borders (documentary, identity, physically)
- E-certification voluntary with non-EU countries (EU Plant Health Regulation)

Market access

- Retailers' and buyers' specifications
- Private standards (e.g. GlobalG.A.P.)
- Environmental and sustainability data
- EU Deforestation Regulation with plot-level traceability (but not for fruit and vegetables)

2 One step back, one step forward



Who is your supplier?

Who is your buyer?

- Every food business must identify its suppliers and its business customers
- Keep the records and provide them to authorities on request
- Applies to EU importers too: the non-EU exporter is their “step back”

Source: Regulation (EC) No 178/2002 (General Food Law), Article 18

2 Information to collect, keep and share

Who collects data?

Suppliers, producers, growers etc.

What information?

Product, variety, packaging, lot code (e.g. GTIN*)

Location data

Farm or plot, production sites (e.g. GLN*, GGN*), packhouse, storage, destination

Data collected when?

Harvest, packing, shipping and receiving dates

How was the product grown and handled?

Treatments, inputs, cold chain, handling

Proof

Certificates, audit reports, phytosanitary documents

Each link in the chain must record data and pass it on.

***GLN** *Global Location Number* (a 13-digit number that identifies a location or a business (farm, packing station, warehouse, customer)

***GGN** *GLOBALG.A.P. Number* (a 13-digit number assigned by GLOBALG.A.P. to certified producers and sites)

***GTIN** *Global Trade Item Number*. (the identification number for a commercial product, which can be found beneath the barcode on the packaging)

3.

Digitalisation

3 Digitalisation: collect, manage and share data

Collect

- Mobile apps in the field and packhouse
- Barcodes, QR codes, scanners
- Sensors for temperature tracking

Manage

- One database (e.g. Enterprise Resource Planning (ERP) system)
- Standard identifiers (GLN, GGN, GTIN*)
- Audit-ready records

Share

- Electronic certificates (TRACES, ePhyto)
- Buyer and authority portals
- Systems allowing companies to exchange data with their partners automatically, without manual input (e.g. Electronic Data Interchange (EDI); Application Programming Interface (API)

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3 Digitalisation to process requests fast

Paper and spreadsheets

- Slow retrieval during recalls or audits
- Re-typing errors and missing data
- Correction of errors often long
- Delays at border clearance

Digital end to end

- Product lot traced in minutes
- Fewer errors
- Correction easier and quicker
- Less waste and fewer rejections

The majority of consignment retentions in the EU are due to errors or issues relating to documentation.

3 Recommendations to companies

Exporters in non-EU countries

- Ask your authority whether e-certificates with the EU are accepted (TRACES or ePhyto)
- Provide accurate, consistent lot data
- Use the same identifiers on documents and labels

EU importers

- Create a free TRACES NT account
- Complete the EU importing document (Common Health Entry Document – CHED) before the consignment arrives
- Link certificate, lot and CHED

Digitalisation is key for staying competitive!

COLEAD



Thank you

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FRUIT AND VEGETABLES SCHEME

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