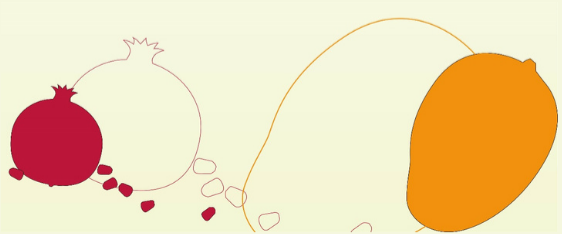
THE FRUITS AND VEGETABLES INDUSTRY SERIES

15 October 2026

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



Global Gateway

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Digital Traceability & Supply Chain Transparency

Policies for food safety and market access

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OECD_COLEAD Fruit and Vegetable Industry Series | Session 14

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My perspective:
Where policy meets the buyer

For an exporter, traceability must answer four questions:

EXPORTER:	Can I capture and provide the information required?
BUYER:	Does the information reduce my risk?
MARKET:	Does it demonstrate compliance?
CUSTOMER:	Is the product responsibly produced, meeting its claims?

Traceability is ultimately about creating confidence through evidence.

What does traceability mean in practice?

Farm	**Packhouse**	**Exporter**	**Importer**	**Retailer**	**Customer**
Origin / Producer	**Harvest / Treatments**	**Certifications**	**Cold chain**	**Compliance**	**Quality and shelf life**

The chain is only as strong as the link between the physical product and the information supporting it.

What buyers need to see:

Buyers Buy Confidence

Predictability:	**Compliance:**	**Transparency:**
Consistent supply, quality and service.	Food safety, certification and legal requirements.	Evidence that can be accessed, understood and trusted.

Traceability | Sustainability | Social Compliance | Cold Chain | Certifications

Product quality and service are assumed

What buyers really need is confidence that the supply chain is under control



Why traceability is becoming a market-access issue:

Food Safety:
Can the supply chain demonstrate that the product is safe and traceable?

Buyer Requirements:
Can the exporter provide the evidence the buyer needs to assess risk?

Digital / Due Diligence:
Can information be captured, shared and retrieved consistently?



What does this mean for exporters?

- Understand your supply chain: Know what information exists, where it comes from.
- Make evidence usable: Capture - Verify - Connect - Share - Retrieve
- Think like a buyer: What risks would a buyer see?
  What would reassure them?

The objective should be better information - not simply more information.

Thank you

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Thank you

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