



AUSTRALIAN EGGS INDUSTRY FORUM

9 - 10 November 2021 | Virtual



Why is traceability important?

For the Commonwealth government, traceability is a priority because..

(From the Commonwealth's website)

- Support industry projects that will enhance our agricultural supply chain traceability systems. This includes developing and trialling technologies that digitise information flow.
- Provide an advantage for our exporters in overseas markets that will assist them to maintain their competitive edge.
- Increase opportunities to export Australian commodities.

But for the egg industry, traceability is a priority because..

- Traceability can reduce the impact of egg-related foodborne illness
- Traceability can reduce the spread of poultry disease
- Traceability helps meet regulations and customer expectations
- Traceability records can assist in business management



What's involved in the project?

- Development & extension of resources to support on-farm adoption of traceability
- Creation of a Traceability Manual
- Development of the EggTrace mobile and browser app



What is traceability?

A traceability system is a series of simple steps which are integrated into existing processes to provide evidence of the path of produce through a supply chain, through disciplined data capture and record keeping.

For the egg industry, being able to trace the path of an egg from lay to sale to consumption ensures the sustainability and profitability of our sector.

What does traceability mean for the egg industry?

Egg farmers should adopt their own on-farm traceability system that suits their business. Whilst the components of this system may differ from farm to farm, the outcome is the same – the pathways of eggs within Australian egg farms becomes clear and traceable.

✓
Simple

On-farm traceability does not require an overhaul of current processes

✓
Time-saving

A disciplined traceability system will save time in the long run when records need to be consulted

✓
In-house

Traceability is about maintaining your own records, not sharing them with other third parties

✓
Flexible

No two farms are the same and farms can design a traceability system that suits them

✓
Inexpensive

Traceability should not incur significant costs to a business



For more information go to australianeggs.org.au



Supporting your traceability projects

Traceability may feel daunting, costly and complicated.

That's why, in consultation with egg farmers from across the country as well as Egg Farmers Australia, Australian Eggs is developing a series of guides, content hubs and advice on how to implement a traceability system to suit your business.

We are also developing a bespoke software tool which puts traceability in the palm of your hand.

Australian Eggs Traceability Manual

A manual has been developed for use by the Australian egg industry which outlines the steps that any egg farmer can take to ensure their eggs are traceable. It covers techniques to bolster traceability in receivables, shed, grading, warehouse and in the office.

This manual is just the beginning of a longer-term focus for the industry on providing egg farmers of all sizes with the information, tools and guidance they need to invest in their own traceability systems.

To download the manual – activate the QR code →



A safe egg world means that sustainability and safety go hand in hand.

Australian Eggs looks forward to working with you on this journey.



For more information go to australianeggs.org.au

What is the point of a 'Traceability Manual'?

- Practical steps for creating a traceability system for your farm
- Shows community and consumers that the industry is on top of traceability



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WITH outbreaks of disease comes the need to find the source, hence, traceability. Such information allows for traceability. ... Under the same code, an egg producer **must not sell eggs** unless each individual egg is marked with the producer's unique identification code.
2 Dec 2019

http://poultrynews.com.au > 2019/12/02 > traceability-in-t...
Traceability in the egg industry - National Poultry Newspaper

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https://www.australianeggs.org.au > leading-research > ...
Traceability for the egg industry
27 Jan 2021 — This project is funded by Commonwealth grant funds. The output of this project will be a **traceability** solution for the **industry**.
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https://minister.awe.gov.au > littleprod > media-releases > ...
Traceability project answers chicken and egg questions
28 Aug 2020 — Farmers will have access to new software tools to **trace egg** movements ... the benefits enhanced **traceability** has for them and the **industry**.

What is the point of a 'Traceability Tool'?

- Keep all records in one place
- Provides insights and reporting when you need them
- Data can be managed centrally, or input by a number of staff on the farm

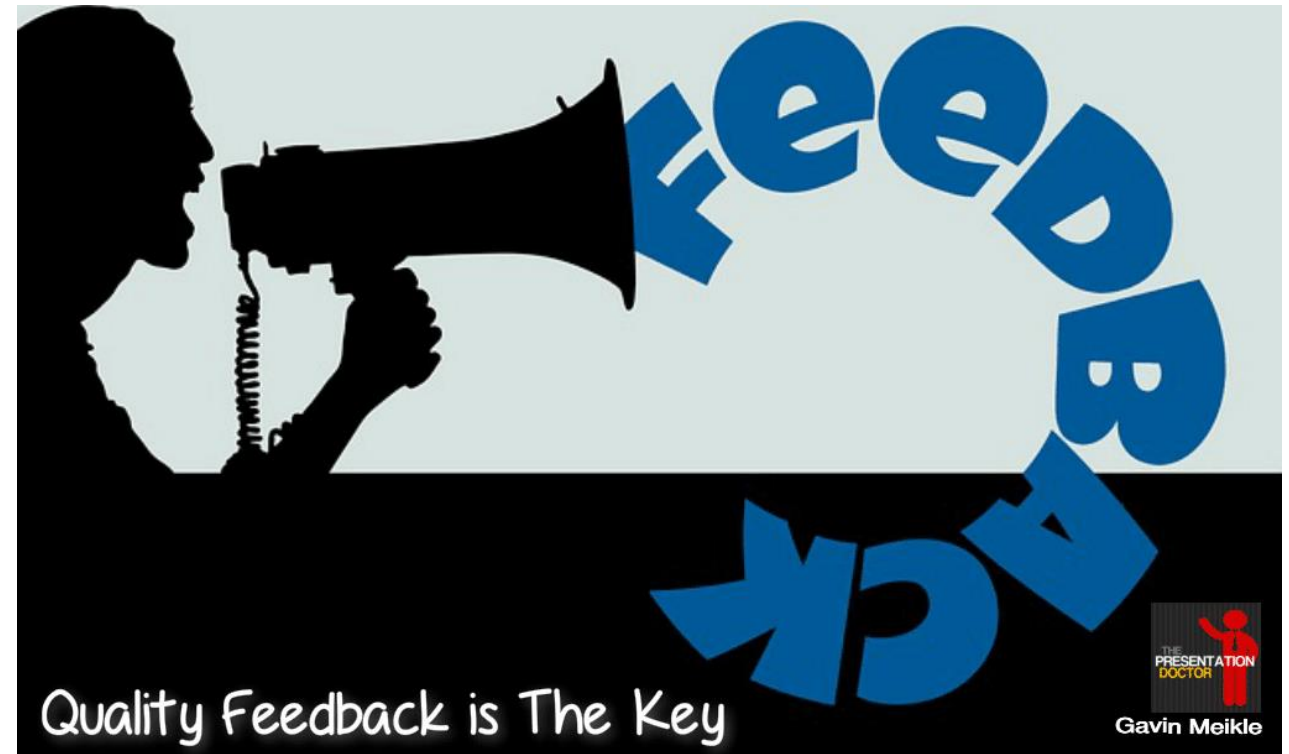


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TRACEABILITY PROJECT UPDATE

What's next for the Traceability Project?

- Currently seeking farmer feedback on the tool
- If you'd like to try the tool out or get involved with an on-farm trial- **please get in touch**
- In 2022: the Tool and Manual will be launched, we will continue working to support egg farms in adopting traceability on- farm



QUESTIONS?

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