



* Food Safety Modernization Act

RFID Security Alliance

October 12, 2011



- * According to the CDC-
 - * 48M people got sick from food last year
 - * 128,000 people were hospitalized
 - * 3,000 deaths
 - * The most susceptible to illness are the very young, elderly, people with chronic conditions
 - * The societal cost of unsafe food is estimated to be \$150B each year

* The Need For Tracking Food

*Recent Outbreaks

- *Eating Cantaloupes has caused at least 23 deaths and put over 112 people in the hospital



- * 4th generation farmer whose products are sold at farm stands and at major chains like Safeway, Kroger and Wal-Mart



* **Jensen Farms**



- * 200 page act, very complex, empowers for the first time the FDA to mandate food safety rules and regulations
- * FDA is holding dozens of hearings on all aspects of the implementation
- * FDA is responsible for all fruits, vegetables, seafood, and dairy
- * USDA is responsible for beef, poultry, eggs, and related animal products.
- * USDA has had inspectors at all slaughterhouses since 1908

* FSMA Game Changer



- * All foods must be able to document where they originated using a one step back one step forward approach
- * PTI is the industries answer to food traceability
- * There is no mandated technology preference
- * There are no security or privacy protocols being actively discussed

*** FSMA Requires
Tracking**



* Security Concerns

- * Smart cellphones are being used to wave and pay for value items today; next year this will spread to convenience stores and some major retailers
- * Consumers will be asked to opt in to the system and like the new Play Station agreements will lose control of their personal information
- * If the consumer purchases ready to eat foods then the item number and RFID information will be recorded and sent to the retailer
- * If a recall occurs it is possible that that consumer will be contacted and told of the food issue



- * This recall data needs to be kept in secure database and only accessed when there is an outbreak
- * What is likely to happen is that the NFC/ RFID and bar code data will be collected, analyzed and resold to marketing companies
- * Expect to see new offers appearing on your cellphones, email, and slow mail boxes soon

* Security Concerns



- * Contact the FDA and participate in the FDA outreach programs that will be in your area
- * Organize on social media your security and privacy issues
- * Find creative ways of getting your concerns heard
- * Start a discussion at our website

***What to do**