For more than two decades now, it has been the recurring theme of the international food industry: traceability of components and products. And there is good reason to do so, considering what is at stake: transparency, food safety, consumer protection and trust.

Manufacturers and retailers must provide transparent, up-to-date information on all channels at the same time. Given the new technological capabilities, the role of the consumer is changing. Using a smartphone or PC, consumers today can easily retrieve product information and thus actively participate in the traceability of products. Clear documentation of retail and processing routes of raw materials and products is therefore not only required by law, but it is also an investment in credibility and image - both of which cannot be underestimated today.

Ultimately, this is also about business security and minimization of risks. The constantly growing global trade of agricultural products and food calls for efficient safety systems. In the case of an emergency, appropriate recall management based on a well-functioning batch information system can avert major financial damage.

**Upstream und downstram**

The seamless traceability of products also plays a significant role for the meat and sausage producer. Therefore, Wolf labels all incoming raw materials with a product label generated by the CSB-System. This entry label includes information such as the item number and description, entry date, quantity, storage location, supplier and lot number. In the subsequent batch processing within the production process, the lot number is captured by means of a mobile terminal device. From that time onwards, the supply data of all processed raw materials are inextricably linked with the respective production batch. Since the production at Wolf is based on production batches, the finished products can be clearly allocated to one production. By allocating the raw material batches to the recipes stored in the CSB-System, and seamlessly tracing the production batch throughout the production process up to the packaged product, traceability is ensured. Wolf supports both “upstream” and “downstream” traceability: This means that at the push of a button, the suppliers of the used raw materials as well as the consumers can be identified.

The weigh labelers and labeling devices receive the information via the CSB-System as well, so the traceability data can be coded on the individual packages as 2D barcodes (QR, Data Matrix etc.). In parallel, these data are transmitted to the “myenfair” internet platform. On that platform, consumers can quickly and easily identify traceability information of every Wolf product by scanning or photographing the code.

**Watch video: Traceability at the Wolf group of companies**

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**EXCERPT**

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Transparency: Consumers can use their smartphone to trace Wolf products down to the individual batch