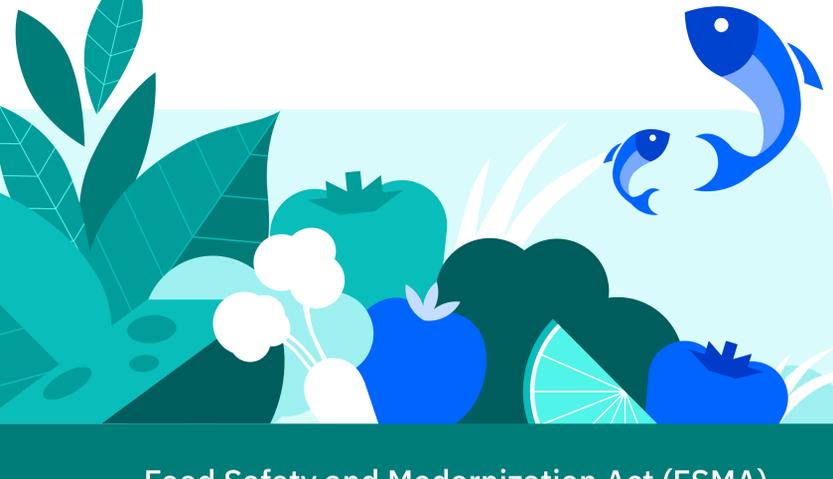


# Respond rapidly to regulators and ensure compliance with IBM Food Trust



## Food Safety and Modernization Act (FSMA) proposed rule for food traceability

### Why new rules?

To ensure food safety, the FDA has proposed a new rule to establish traceability record-keeping requirements.

### What foods are covered?

- Soft cheeses
- Shell eggs
- Nut butter
- Cucumbers
- Fresh herbs
- Leafy greens
- Melons
- Peppers
- Sprouts
- Tomatoes
- Tropical tree fruit
- Fresh-cut fruits and vegetables
- Finfish and crustaceans
- Mollusks
- Ready-to-eat deli salads

### Who will be affected?

Businesses that grow, manufacture, process, pack, or hold any of the foods listed above.

### What do I have to do to comply?

- Establish and maintain records containing Key Data Elements (KDEs) associated with different Critical Tracking Events (CTEs) in the supply chain.
- Provide both traceability records and [sortable spreadsheet](#) within 24 hours.



\*According to Food Safety and Modernization Act (FSMA) proposed rule for food traceability, current as of Aug 2021. Final regulations to be published by the FDA.

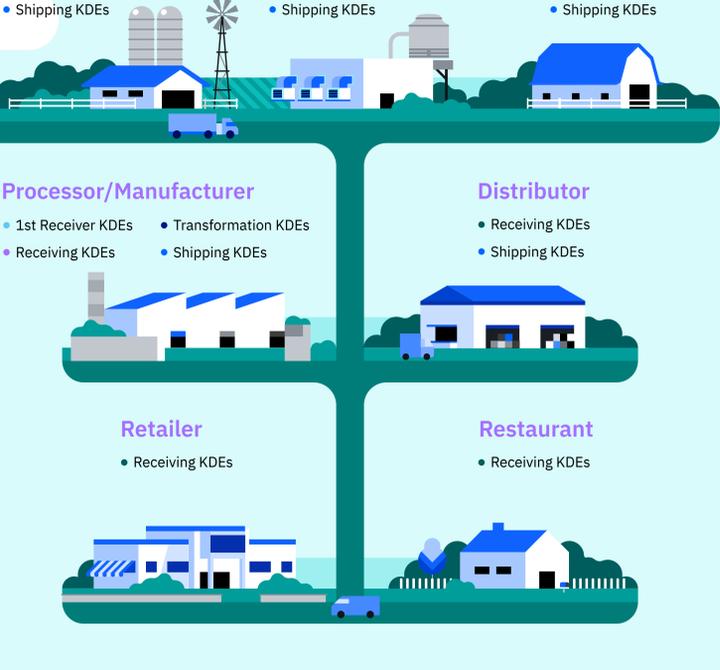
### Where can I learn more?

<https://www.fda.gov/food/food-safety-modernization-act-fsma/fsma-proposed-rule-food-traceability>



How do you pronounce FSMA?  
"Fizz-muh"

## Fresh romaine use case



Coming soon!

## Simplify regulatory compliance with the Food Trust Compliance Module

Food supply chain businesses of all sizes can easily stay compliant with blockchain based traceability technology.



- Seamless exchange of data**  
Food Trust realizes the FDA's vision of using blockchain to provide trusted, transparent and secure traceability across the supply chain.
- Monitoring**  
Continuously monitor your data for compliance, verify that all KDEs and CTEs are captured, and receive guidance on how to resolve any issues.
- Ultra-secure storage**  
Store data securely to meet the requirement to maintain records for 2+ years.
- Reporting**  
Easily meet the FDA requirement to provide an electronic sortable spreadsheet with traceability information within 24 hours of their request, with the click of a button.
- End-to-end compliance**  
Achieve complete and ongoing compliance with Section 204(d) of the FDA Food Safety Modernization Act (FSMA).

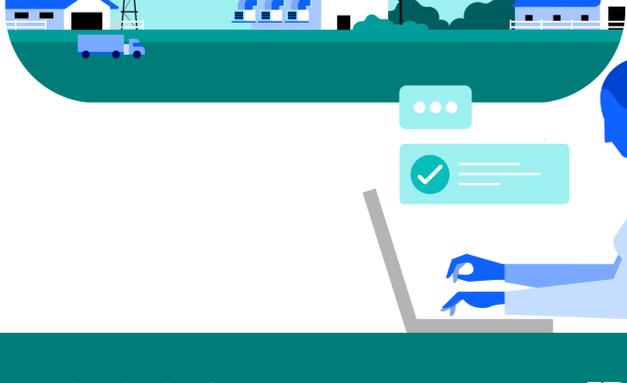
## Why Food Trust? Business value for the entire ecosystem

|  |   |   |
|--|---|---|
| Built by the industry leader in enterprise blockchain <sup>1</sup> | 300+ members on the network today                                 | 4 of the largest retailers in the US                      |
| GS1 Standards support  | 2.2 seconds to trace leafy greens from farm-to-shelf <sup>2</sup> | Scalable from small businesses to the largest enterprises |
| Simple software-as-a-service pricing                               | Enterprise-level security, reliability and support                |   |

### Take the next step

Prepare for compliance with Section 204(d) of the FDA Food Safety Modernization Act (FSMA).

[Schedule a consultation with IBM today.](#)



Sources  
 1. IDC MarketScape: Worldwide Blockchain Services 2020 Vendor Assessment, <https://www.ibm.com/account/reg/signup?formid=urx-45025>  
 2. <https://www.ibm.com/blockchain/resources/food-trust/fresh-produce/>