Neelofa takes action against fake hijab makers – NST, 06/04/2016

Selangor Domestic Trade, Cooperatives and Consumerism enforcement chief Abdul Rosik Yakub with his officers and Neelofa showing the original and fake Naelofar Hijab headscarves during a press conference today. Pix by Mohd Asri Saifuddin Mamat

More than 130 held in China for vaccine scandal – AFP, 24/03/2016

A picture made available on 24 March 2016 shows a medical staff preparing a vaccine shot for a child at a health station in Rong, Guangxi Zhuang Autonomous Region, China. Media reported, more than tripling the number held.
Between revelations by Italian police in December linking organised crime to 7,000 tons of counterfeit olive oil, and an estimated four-folds increase in adulterated virgin oil…With 72% of worldwide sales at stake, Italy is fighting back.

Consumers choosing mangoes at a stall in Perlis.
US FDA issues import alert on prawns from Malaysia – THE STAR, 20/04/2016

US FDA issues ‘import alert’ on shrimp, prawns from Malaysia, alleging presence of banned antibiotics

Introduction to MyTrace Traceability Platform
(Track and Trace)
www.mytraceability.com
Vision

“To fulfill the gap of **external traceability** to address common interest issues (uplifting **product branding**, **consumer trust** and etc.) by utilizing **GS1 Global Data Standards**”

**Complete Traceability Support**

From Source to Consumer
MIMOS Smart Agriculture
Transforming Global Food Production

MIMOS Solution Uniqueness:
- Cloud-based
- Decision support
- Forecasting
- Planning
- Execution

Benefits of Smart Agriculture
- Global Market Opportunity: 9.6 billion global population by 2050
- 70% increased need for global food production
- US$6.32 billion global opportunity

Features Highlight

- Forecasting
- Inventory management
- Load optimisation
- Packaging
- Labelling
- Certification
- Shipment
- Vehicle tracking
- Route optimisation
- Online sales
- Store sales
- Order fulfilment

Innovation for Life™
Levels of Identification

- Can / Box
- Carton
- Pallet
- Container
- Shipment

Levels of Traceability

- Orchards
- Collection Center
- Processing Center
- Packaging
- Boxing
- Ground Transport
- Shipments
- Returnable Assets
- Shelves
Tracing Product Origin & Certificate
Retrieving Product General Information and Its Real-time Certificates Statuses

Tracking Product Movement

Note:
- Data captured using EPCIS Capture Interface (from multiple type of devices, locations and read-points)
Tracking Summary View

- Proximity View:
  - Factory
  - Logistics
  - Warehouse
  - Color coded location nodes (representing risk states) and arrows (represent product movement)
  - Location including transit with risks will be highlighted
  - Product aggregated into big packaging for shipping or distribution

- Certificates information shown for the selected location

Tracking Map View

- Advance Proximity View
  - Location Tag
  - Drag-able Product Movement Timeline
  - Map Satellite
  - Product List
    - 95504092012013
    - 95504092012009
  - Various locations marked on the map
Recall Management

- Potential Risk / Fraud Detection
  - Product Owner will get feedback on the recall/withdrawal activities for better planning and control

Potential Risk / Fraud Detection

- Potential Risk Detection using Rules Based Engine, Decision Support System (DSS) and Peer Group Analysis (PGA)

System calculates estimated yield and compares with actual yield based on Raw Durian Types, Tonnage and Boxes

[Potential Fraud Detection]
APEC PROPOSED IMPLEMENTATION

1. Selection of Musang King Whole Fruit

2a. Pack Musang King into Packaging Box

2b. Pack Musang King into Packaging Box

3a. Outer Carton Box

3b. Load Musang King into Container

3c. Load Cold Chain Tag into Container

4. Container Leave Site

5. Load Container onto Vessel / Flight

6. Vessel Sails / Flight Flies

7. Vessel / Flight Arrival

8. Pick Up Container from Vessel / Flight

9. Container Arrival

10. Unload Carton Boxes from Container

11. Unload Cold Chain Tag from Container

Internal (Whole Fruit)

GTIN + Serial Number

Carton Box (SSCC)

Internal (Batch)

2a. Receive Good

Processor

Brand Owner

Logistics Service Provider

Terminal

Vessel / Flight Voyage Number (GSIN)

Vessel / Flight Voyage Number (GSIN)

Vessel / Flight Voyage Number (GSIN)

Vessel / Flight Voyage Number (GSIN)

Terminal

Retailer / Importer

Container Number (GSIN)

Container Number (GSIN)

Container Number (GSIN)

Container Number (GSIN)

Container Number (GSIN)

Container + Seal No

4. Container Leave Site

Container Number (GSIN)

Pallet No (SSCC)

Cold Chain Tag (GIAI)

Cold Chain Tag (GIAI)
Project Background

• Started in 2010

• Stakeholders
  – Department of Agriculture (DOA)
  – Federal Agricultural Marketing Authority (FAMA)
  – Malaysia Durian Exporters Association (MDEA)

• Officially launched by Agriculture Minister, Datuk Seri Ismail Sabri on 27 Feb, 2014.

• Launched by Prime Minister’s Special Envoy to China, Tan Sri Ong Ka Ting in China during Nanning International Convention and Exhibition Center on 17 Sept 2014.

• Adopted GS1-EPCIS global data standard assisted by GS1 Malaysia

• Potentially expanded to Asset Tracking, Inventory Systems and Document Tracking System.
Traceability for Premium Frozen Durian Export to China

Product Information
- Nature Goodness: Durian Queen
- Origin: Nature Durian, Food Industry Sdn Bhd
- Form: 400 grams
- Product Code: MDEA000000

Authenticated Certification
- Malaysia Durian Exporters Association
- QR Code: Scan to verify authenticity

Product Events Details with additional information
- 21/09/2020 08:00 AM: Harvesting
- 26/09/2020 08:00 AM: Processing

Transformation

Orchard

Shipping History

Authenticated Certification

Physical Verification
Visual Verification
System Verification using Mi-Trace

Consumer Verification – Product Authenticity

How to identify Original Security Label:
Malaysian Durian Exporters Association (MDEA)

Physical Verification
- Sense of Touch Identification
- Visual Identification
- Phone Verification

Visual Verification
- Texture of the label
- Hidden Message

System Verification using Mi-Trace
- Authenticity check

Please insist to have this label for original when you purchase
System Verification – Consumer Scanning QR-Code

1. Consumer point their smartphone with QR-code scanner application at the QR-code label on the box.

2. Upon scanning, it will redirect consumer to www.mitrace.my portal with the unique scanned product ID.

3. If the unique number (QR-code) is valid, the portal will show the product page (1st point validation) together with its dedicated serialized number - the exact same number printed on box (2nd point validation).

GOOGLE ANALYTICS
Google Reports on Website Traffics
2014 & 2015 – China Drill Down

2015 have larger coverage compared to 2014 mainly due to growing distribution network of Durian Exporters. Places with launching of Mi-Trace will have much more concentrated (deep blue) scans.

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Avg. Session Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guangzhou</td>
<td>1,206</td>
<td>99.12%</td>
<td>1,194</td>
<td>11.32%</td>
<td>3.59</td>
<td>00:00:28</td>
<td>00:00:28</td>
</tr>
<tr>
<td>Beijing</td>
<td>992</td>
<td>98.48%</td>
<td>981</td>
<td>12.91%</td>
<td>3.08</td>
<td>00:00:26</td>
<td>00:00:26</td>
</tr>
<tr>
<td>Shanghai</td>
<td>967</td>
<td>97.31%</td>
<td>963</td>
<td>14.82%</td>
<td>2.96</td>
<td>00:00:27</td>
<td>00:00:27</td>
</tr>
<tr>
<td>Xian</td>
<td>883</td>
<td>99.26%</td>
<td>882</td>
<td>7.50%</td>
<td>1.76</td>
<td>00:00:04</td>
<td>00:00:04</td>
</tr>
<tr>
<td>Taiyuan</td>
<td>184</td>
<td>99.25%</td>
<td>164</td>
<td>4.83%</td>
<td>3.05</td>
<td>00:00:20</td>
<td>00:00:20</td>
</tr>
<tr>
<td>Nanning</td>
<td>151</td>
<td>97.05%</td>
<td>150</td>
<td>7.29%</td>
<td>2.90</td>
<td>00:00:05</td>
<td>00:00:05</td>
</tr>
<tr>
<td>Changsha</td>
<td>99</td>
<td>99.90%</td>
<td>98</td>
<td>10.02%</td>
<td>2.32</td>
<td>00:00:26</td>
<td>00:00:26</td>
</tr>
<tr>
<td>Nanjing</td>
<td>68</td>
<td>100.00%</td>
<td>67</td>
<td>7.97%</td>
<td>2.03</td>
<td>00:00:50</td>
<td>00:00:50</td>
</tr>
<tr>
<td>Hangzhou</td>
<td>66</td>
<td>100.00%</td>
<td>66</td>
<td>7.97%</td>
<td>1.96</td>
<td>00:00:49</td>
<td>00:00:49</td>
</tr>
<tr>
<td>Suzhou</td>
<td>63</td>
<td>99.53%</td>
<td>76</td>
<td>7.71%</td>
<td>1.95</td>
<td>00:00:21</td>
<td>00:00:21</td>
</tr>
</tbody>
</table>

*Hisense is Chinese electronic brand. We have not seen their mobile phone officially selling in Malaysia.
Hisense is a Chinese electronic brand. We have not seen their mobile phone officially selling in Malaysia.

**Global Market Realities**

1. **Korea**
   - Korean consumers are generally willing to pay a 39% premium for traceable imported beef. Lee et al. (2011)

2. **China**
   - Chinese consumers willing to pay 9%-12% more for traceable produce and about 50% expects higher prices. Zhao et al. (2010)

3. **Japan**
   - Top 3 traceable data needed: Harvest date; Production method; Production method certification. Jin et al. (2014)

4. **Europe**
   - Directive 178/2002 requires mandatory traceability for all food and feed products sold within European Union (EU) countries.

5. **USA**
   - Drug Quality Security Act (DQSA) aims to create and establish an electronic traceability system for pharmaceutical drugs.
THANK YOU

mytrace
Malaysia Traceability System
EMPOWERING CONSUMER

MY TRACEABILITY SDN BHD
info@mytraceability.com