

Weighing for food safety



Diseases, fevers, genetic manipulation – recent crises in the agro industry have a strong impact on the customer's confidence in the quality of food. Customers demand safety. The industry replies with "traceability". By making the source of each end product traceable, the food industry controls all risk factors. In case of emergencies, adjustments can be made immediately to each level of the production chain. METTLER TOLEDO has set up a 'cluster' of three partners in order to make this "traceability" a practical reality.

What is your opinion about food safety? Which guarantees can the industry give from the beginning of the chain, the cow, to the end, your plate?

■ The quality of food is open to doubts. More doubts arise when it concerns imported food. 52% of the Europeans do not believe that products from other EU members meet the same safety standards as those applied in the country of the interviewee. Being a manufacturer, how would you react? The EU provides the answers in its White Paper on food safety. The most important pillar of this paper is traceability: the ability to trace back from the end product to the source: from the steak to the cow, from frozen fish sticks to the fish, from the pork chop to the pig...

Being strong together

In line with its business philosophy, METTLER TOLEDO sought the right partners to offer total solutions in

the field of traceability. Mid-2001 METTLER TOLEDO, ZETES and BIVTrace entered into a cooperation agreement. ZETES and BIVTrace are active in the field of traceability. ZETES specializes in automated identification and communication systems. BIVTrace offers audits, training, project management and a software program for tracing.

Together with METTLER TOLEDO, ZETES and BIVTrace develop integrated solutions for companies active in the food industry. These traceability solutions offer the capability to uncover the history and to use and/or locate an entity – being of animal or vegetable nature or a common food product – by means of recorded data. Quite a mouthful. But the most important asset of these three companies together is their ability to put the traceability principle into practice by means of know-how, hardware, software, advice and training.

The communication about the cooperation between METTLER TOLEDO, ZETES and BIVTrace runs through marketing actions such as seminars, road shows, advertisements and press releases.

Weighing what we eat

What part does METTLER TOLEDO play in the traceability process? The answer lies in the field of data management. Data management by means of weighing is an indispensable link alongside product identification and data processing. METTLER TOLEDO provides detailed answers to companies in the food sector contacted by worried customers. According to the first results, these answers appear to be very much to their taste.

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