Traceability in F&B, CPG

by George Young

Since late 2009 I’ve had the opportunity to contribute a monthly column for Food Manufacturing covering innovation best practices, processes, and technologies for the food and beverage industry. My column for April covers a pressing topic for the industry: traceability.

Over the last several years we’ve all read about massive recalls in the news and we know what impact it can have on our own brand confidence. It’s pretty simple: in this day and age companies can’t afford to not track their products. Read more about food safety challenges driving the demand for traceability in this month's Food Manufacturing at http://www.foodmanufacturing.com/scripts/ShowPR-RID-15409.asp.

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What’s your view? Add your question or comment
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George is a founder of Kalypso. Motto: Don't just question authority - question everything.