



Final report

P.PSH.1380 TRT NFC label traceability platform through processing to end customer

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Abstract

The MDC project TRT NFC label traceability and platform through processing to end customer, was funded to further test and develop an integrated track and trace solution for primary producers to gain insights on how their products are interacted with in the supply chain, and at point of sale. It's aim, was to shield producers from risks arising from Biosecurity, Food Safety and Market Access. Consumer attitudes towards the quality and desirability of Australian Red Meat are very positive, leading to fraudulent claims in international markets.

A 2019, a report from PWC estimated that every second kilo of exported meat is inappropriately labelled as Australian. Much of the risk of expiry and fake meat occurs at critical control points such as transport, shipping, cutting rooms, on-processing, and wholesale distributors. The Real Thing Certified Australian™ 'Smart Labels' and 'Smart Packaging Cloud' provides a novel solution to eliminate any risk of contamination, expiry and brand passing off. The aim was to prove that smart tags are a cost-effective future for quality assurance of produce.

The original dates detailed in the Statement of Work contract for the completion of Milestone 3 work unfortunately were missed and upon further investigation on the research partner's operational and financial position, the recommendation was for MLA to execute a Termination of Convenience.

Post this project's inception, MLA continues a watching brief in consultation with Australian Meat Processor Corporation (AMPC) on innovations and market uptake of new product traceability systems.

Executive summary

Background

The project was for a trial implementation of label and goggle technology for export operations to optimise on-process monitoring and tracking.

Aims/objectives

The objective was for local Applied Research and processing to implement NFC anti-counterfeit, temperature and NFC marketing label technology applicators for local food service, e-commerce and retail to be trialled in nominated retailers.

Methodology

Milestone 1

1. Demonstration site and testing of technology - Setup with technology for smart tags (authentication, temp tracking, marketing) and on-process monitoring to demonstrate to local industry and exporters.
2. Label platform to use the Australian Red Meat Traceability Guide as reference material and provide feedback on usability for industry.
3. Develop SOPs best practice guide.

Milestone 2

1. Undertake pilot tests for authentication scenarios across different use cases.
2. Demonstrate technology and discuss with supply chain participants the potential uses and get written approval on project participation.

Milestone 3 – 5 were not delivered. Project terminated.

Results/key findings

The work undertaken (M1 & M2) were deemed to be of no credible findings due to the limited knowledge of device and technology and limitations on trial program. Company did not have credible resourcing or funds allocated to deliver successful outcomes.

Upon further investigation, (ASIC check) it was confirmed that the company had been placed into receivership. MLA proceeded a termination of contract: 10/02/23

Recommendations

Due diligence is required to be performed on start-up enterprises to ensure viability.

A watching brief on market failure/innovation uptake of traceability systems continues at MLA against market trends and market access barriers applicable to Australian red meat exports.