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Committee on Sanitary and Phytosanitary Measures

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**INFORMATION TO MEMBERS:
FDA LOW-COST OR NO-COST TECH-ENABLED TRACEABILITY CHALLENGE RESULTS**

COMMUNICATION FROM THE UNITED STATES OF AMERICA

The following document, received on 29 October 2021, is being circulated at the request of the Delegation of the United States of America.

1. In July 2020, the United States Food and Drug Administration (US FDA) published its blueprint for the New Era of Smarter Food Safety. One of the foundational core elements of the blueprint is tech-enabled traceability – the ability to quickly track a food product throughout the food system, from the time it is produced to the time it reaches a consumer's plate.
2. Achieving end-to-end food traceability will involve everyone in the supply chain. To achieve that level of participation, accessible tracing solutions are needed for food and feed business operators of all sizes.
3. In June 2021, the US FDA announced the FDA New Era of Smarter Food Safety Low- or No-Cost Tech-Enabled Traceability Challenge. The challenge encouraged organizations from all disciplines around the world and throughout the food supply chain to present food traceability solutions that are affordable, create shared-value, and can scale to encourage widespread adoption.
4. The challenge had two main goals:
 - Develop tech-enabled food traceability solutions that are low-cost or no-cost to the users; and
 - Promote innovation through the creation of financial models that provide solutions proportional to benefits, to encourage widespread adoption in a cost-effective, scalable way.
5. The US FDA received 90 submissions, with submitting teams representing Australia, Canada, China, England, France, Germany, India, Ireland, New Zealand, Singapore, Spain, Switzerland, Chinese Taipei and the United States.
6. On 13 September 2021, the US FDA announced the results of the challenge with 12 winning teams representing the United States, Canada, and New Zealand.
7. Factors that distinguished top performing submissions included practicality, use of familiar software, solutions that can be used on a variety of platforms, and solutions that address a clear need in food traceability.

More Information

- a. Links
 - Information about the challenge and the winning solutions is available at: <https://precision.fda.gov/challenges/13/results>
 - A Traceability Challenge video with an introduction from US FDA leadership, brief presentations on winning solutions, and a Q&A session with the winning teams is posted at: <https://www.youtube.com/watch?v=tnWMSF-gtIY>