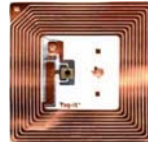


Other aspects of traceability

→ What about bar codes ? QR code ? RFID ?



→ They are another way to carry the traceability information

- They allow industrialisation of the reading process
- They add some costs (RFID > QR code > bar code)
- But they follow all the same rules of information management as ordinary codes

→ They do not allow consumers or retailers
to access the traceability information...

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A few conclusions

→ Traceability technology already exists and is in use

→ Easy to implement and cost effective on wide scale

→ Ultimate objective at all times is consumer safety
AND accountability at source

→ Solution must address BOTH
authentication AND identification



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Thank you for your attention !

