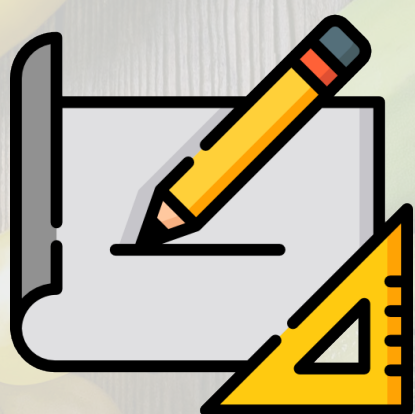
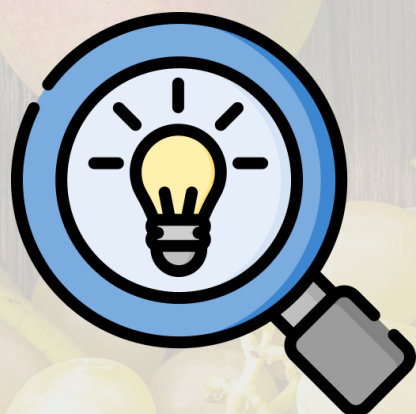


The MDB Framework: Traceability Transformation

A modular and phased approach to building traceability capabilities across your organization





Traceability in Fresh Foods: A Business Imperative

As regulatory requirements tighten and consumers demand greater transparency, traceability has emerged as a critical business function for fresh food producers, distributors, and retailers.

Forward-thinking companies are turning compliance obligations into competitive advantage—boosting operational agility, mitigating risks, and earning customer trust.

Why Act Now?



Operational Efficiency & Cost Reduction

Digitized traceability systems streamline inventory management, reduce food waste, and minimize recall costs—improving both margins and responsiveness.



Risk Mitigation

Food safety incidents, contamination events, and supply disruptions pose serious risks. Traceability enables rapid root-cause analysis and recall execution, reducing liability and business disruption.



Regulatory Compliance

With FSMA Rule 204 and international requirements food traceability is no longer optional. Getting ahead ensures readiness and protects your license to operate.



Customer and Market Demand

Retailers, foodservice buyers, and consumers increasingly expect transparency from farm to fork. Traceability unlocks new markets, strengthens buyer relationships, and builds brand credibility.

Core Pillars of a Modern Traceability System

Product Identification & Data Capture

Accurate, standardized data from harvest to point-of-sale enables trace-back and trace-forward across the value chain.

Supplier & Partner Integration

Seamless data exchange and event tracking ensure real-time visibility and compliance throughout complex, multi-tiered supply networks.

Recall Readiness

Systems designed for speed and specificity reduce the scope, cost, and reputational damage of recalls.

Technology & Interoperability

Investing in digital infrastructure—including QR codes and cloud-based platforms—lays the foundation for automation and analytics-driven decision-making.

Real Benefits, Real Results

-40%

Reduction in Waste

Up to 40% reduction in shrinkage and waste from implementing traceability

+20%

Efficiency

Traceability can improve supply chain efficiency by up to 20%

3X

Customer Retention

Improved customer retention when traceability, safety and transparency are clearly demonstrated



Introducing the MDB Framework for Traceability Transformation

What is it?

A practical approach to transformation

- A **phased**, modular approach to traceability implementation—built for practicality, speed, and measurable outcomes.
- **Developed by experts** in food manufacturing, supply chain and retail, it integrates best practices in change management with traceability principles to deliver real outcomes.
- **Modular**, enabling a tailored approach based on today's business priorities and industry drivers.

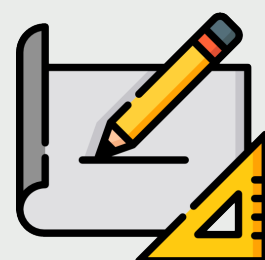


The Phases



Phase 1 - Discover

Assess current capabilities, discover areas of opportunity for traceability transformation and establish a desired future state.



Phase 2 - Design

Engage colleagues, develop requirements, calculate investment and benefits and plan the implementation.



Phase 3 - Implement

Start data capture and sharing, pilot and implement new business processes and system capabilities and launch the future state.



Phase 4 - Analysis & Adaptation

Measure performance, conduct mock recalls and tracebacks, improve processes, systems and supplier compliance.

MDB helps fresh food companies build tailored traceability roadmaps that align with regulatory deadlines, business priorities, and supply chain complexity. We combine technical expertise with change management best practices to ensure adoption and long-term value.

Let's turn compliance into a competitive edge—with a proven and easily embraced approach for 21st Century traceability.



Contact: Tim Marsh, Founder & Head of Visibility, MDB

📞 610-823-2420 ✉️ tim@mdb.limited