



Supply Chain Operations & Technologies  
 Supply Chain Vendor Compliance  
 Fraud Detection & Reduction  
 Good Governance  
 Turnaround Help

Since January 1996

I am addicted to BBC news. From their nightly news broadcasts to regular features like Click (a technology showcase), HardTalk (a one-on-one interview) and Outside Source (a panorama of news highlights), the quality, insightfulness, and diversity of the programs, newscasters, and reporters is simply second-to-none in my opinion. The range and detail of information covered is vast and there is always some new knowledge to be acquired, as I discovered with a very interesting segment on Uruguay's beef industry supply chain.

Uruguay is a country with a human population of just under 3.4 million people but approximately 12 million cattle. Under a government mandate, therefore required by law, there is full traceability in the beef supply chain in Uruguay, literally from farm to plate. Regardless of whether the farm has two cows or two thousand, every farmer in the country fully participates in the program. That is correct: there is 100% traceability because there is 100% participation.

The implementation of the program cost \$70M but it was paid for by the state: there was no cost to the farmers. Given Uruguay's beef export market has a value of \$1.5B this was realistically a small investment to establish complete credibility in the beef supply chain. A problematic cut of beef could be traced to the source farm and potentially even the cow.

Full traceability is viewed as a driver to increase sales, as well as it should: no other food supply chain in the world can currently match Uruguay's 100% computerized beef traceability. If the commitment to transparency and quality holds true Uruguay is truly at the forefront of achieving full farm-to-plate food supply chain traceability. Imagine being able to directly trace a problem in the food supply chain back to its source with relative speed and ease, halting more outbreaks of a disease before it spreads, revealing the root-causes of the problem faster, all in the name of not just economic savings but also saving affected lives.

With all this visibility and traceability, the chances of fraud occurring, e.g. beef from outside sources, is significantly reduced. This retains the integrity of the quality of the products within the supply chain and thus maintains the value of the products themselves.

For more information on this story please see the BBC news web site: <http://www.bbc.com/news/world-latin-america-30210749>

Welcome to a new year and a new standard in food supply chain traceability.

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Look for the book --> <http://www.gowerpublishing.com/isbn/9781409407324>



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