The Traceability Challenge

Kai Hughes
Executive Director
International Cotton Advisory Committee

INTERNATIONAL COTTON
ADVISORY COMMITTEE

Challenge?
Or
Opportunity?

■ Do these methods give Traceability?

■ What is Traceability?

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Dictionary Definition:

Traceability is the ability to verify the history, location, or application of an item by means of documented recorded identification.

What Brands and Retailers want;

- Identification
- Authentication
- Quantification
- Full Supply Chain Knowledge

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Signature T

Pros:

- Gives Identification
- Gives Authentication

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Cons:

- Doesn't cover field to gin
- Doesn't give quantification
- Doesn't give full supply chain knowledge
- Requires a number of laboratory tests on selective items
- Laboratory tests are destructive and take time
- Most costly at approx. 10 cents/lb

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Oritain

Pros:

- Gives Origin

- Gives Quantification?
  Possibly – relies on a
  statistical computation

- Cheaper than Signature T

Cons:
- Doesn't give accurate quantification?
- Doesn't give full supply chain knowledge
- Requires a laboratory test
- Laboratory tests are destructive and take time

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FibreTrace

Pros:
- Gives Origin
- Gives Identification
- Gives Authentication
- Gives Quantification
- Gives Full Supply Chain Knowledge
- Immediate results
- Cannot copy signature

Cons:

- Doesn't cover field to gin

- Is what is added contamination?

- Cost – between 3-8 cents/lb
    1.

But wait – There is more!

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- Track the product through the supply chain
- Verify a product in real time

And most excitingly of all:

- Combine with Blockchain technology to add electronic documentation

So what do we want from traceability?
Something simple? or

Something all singing and all dancing?

YOU, THE CUSTOMER, WILL DECIDE

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Thank you.