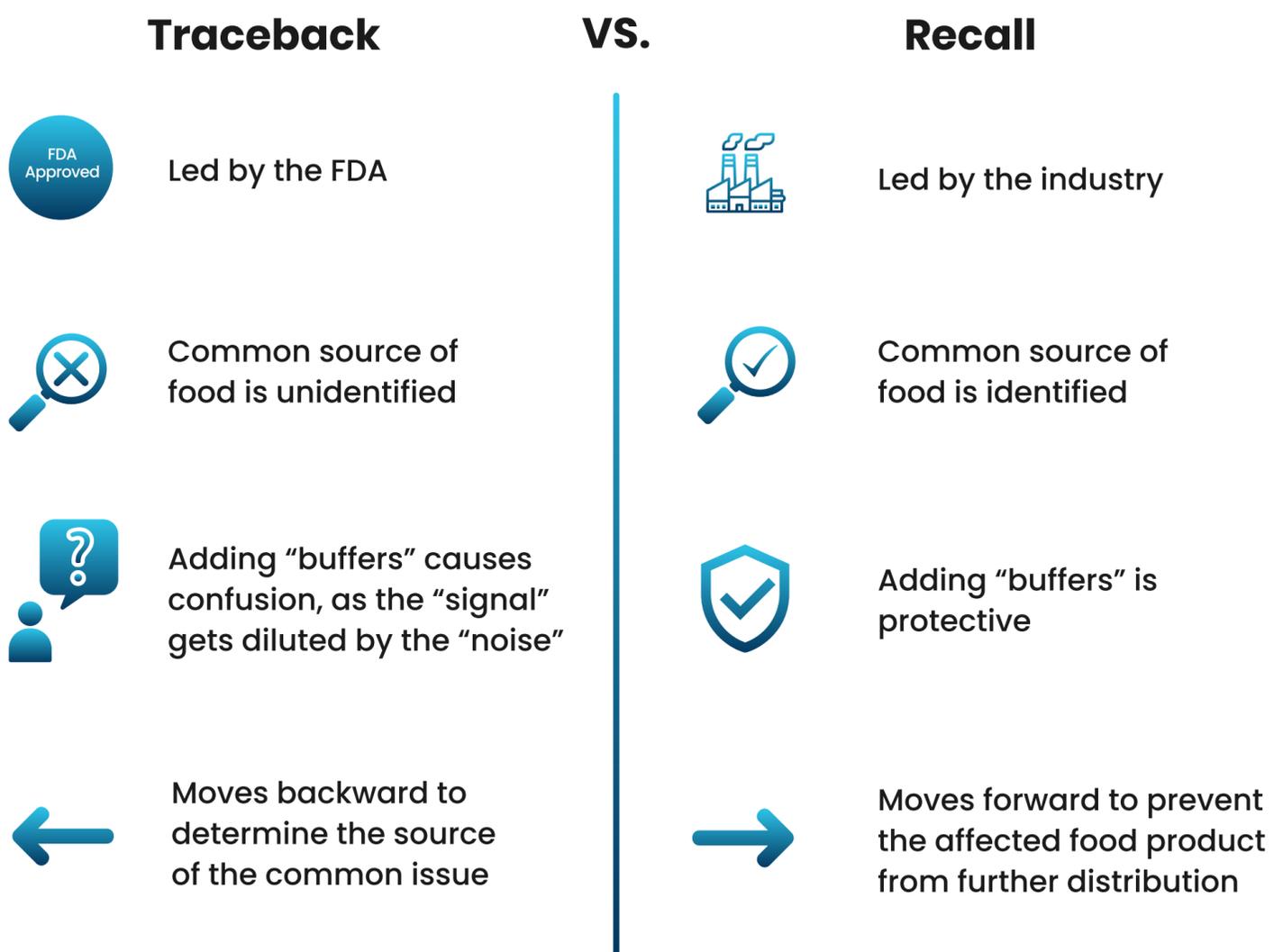


# MAKING SENSE OF THE FSMA 204 RULE

The FDA’s proposed FSMA 204 rule, to be finalized in November 2022, establishes a foundation for end-to-end food traceability. The pending regulation focuses on tracking food at each step across the supply chain and expands beyond “one-up, one-back” traceability. To comply with FSMA 204 rule, it is critical to understand what it’s trying to solve, what is changing, and how you can adapt.

## Traceback or Recall... What’s the Difference?

Regulators are trying to increase the speed of recalls and conduct tracebacks more swiftly. Here’s a quick guide showing the differences between the two.



Traceability is an essential, impactful tool for understanding the movement of products across the supply chain. It can be leveraged for a variety of purposes, including authentication, supply chain efficiency, recall capabilities, consumer transparency, and brand marketing. As the industry constantly evolves, the produce industry is pushed to evolve within its processes, technology, and beyond to stay relevant and competitive in this challenging market.



The International Fresh Produce Association is the largest and most diverse international association serving the entire fresh produce and floral supply chain, and the only to seamlessly integrate world-facing advocacy and industry-facing support. They exist to create a vibrant future for all, and to do so with your prosperity in mind.