



# Distributors at the Core: **Tech-Enabled Strategies for FSMA 204 Compliance**

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# TODAY'S SPEAKERS



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# AGENDA

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- ◆ Preparing for the Food Traceability Rule (FTR)
- ◆ Distributor Roles and Challenges
- ◆ Discussion



# DRIVERS

Industry  
Initiatives

Partner  
Programs

Government  
Regulations

Consumer  
Demands

# Distributor Roles

*Hint: It's more than distribution*

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**Broadline and  
Specialty  
Distribution**



**Manufacturing  
Facilities**



**Retail  
Outlets,  
Club Stores**



**Foodservice  
Operations and  
Restaurants**

# Discussion: Distributor-Led Traceability Implementation Models

- Clarify roles across distributors, suppliers, and customers
- Standardize how traceability data is captured and shared
- Start with high-risk foods, then scale



# Discussion: Supplier Engagement

- Provide clear onboarding on FDA Traceability Requirements
- Provide multiple options for data submission
- Track performance and give regular feedback

# Discussion: Data Capture and Gaps

- Missing or inconsistent lot-level data → enforce required fields
- Use standard formats (e.g., GS1, ISO)
- Set expectations toward real-time capture



# Discussion: Strategies for Secure, Scalable Data Sharing

- **Control access beyond user roles**
- **Use centralized and cloud-based data platforms**
- **Follow strong data security and governance practices**

# Discussion: Lessons Learned from Traceability Compliance Efforts

- Align on standards to avoid rework
- Access supplier readiness upfront
- Pilot first, then expand
- Technology chaos



# Trustwell Connect – Connection from Recipe to Recall

SUPPORTED BY TECH-ENABLED SERVICES & REGULATORY UPDATES BACKED BY DECADES OF FOOD INDUSTRY EXPERTISE

## Spec Management

Spec management with consistent data across the full supply chain.



## Product Formulation

Ingredient management from concept to reformulation.



## Tech-Led Traceability

FSMA 204 compliance backed by product movement insights.



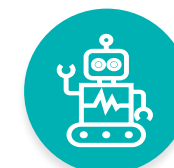
## Supply Chain Compliance

Supply chain compliance, from supplier onboarding to ongoing assessment.



## AI Regulatory Assistant

Always up-to-date chat assistant to answer any global regulatory question.



## Label Management

Automated government-compliance labels with ingredients, allergens, claims.



## Quality Management


Quality incident management and automated communication.



## Real-Time Recall

Control and visibility into product recalls and withdrawals.





# Benefits of Traceability Technology

- Faster, more accurate tracebacks to meet FSMA 204 timelines
- Standardized capture of required KDEs at each CTE
- Improved supplier compliance and data consistency
- Reduced manual work through automated data collection and validation
- Better visibility across the supply chain
- Lower recall risk and faster response when issues arise
- Scalable, audit-ready recordkeeping aligned with FDA requirements



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**Thank You**

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