



Organic Exchange
July 2nd - Istanbul

The Online Tracking Service



Why do I need it...?

- Requirements
 - Fast / instant access to the data behind the claim
 - Obvious connection between a product in store and a certification programme in the chain
 - Improved confidence
 - Scalability

Why do I need it?

- To be able to buy a product and find out
 - what raw materials were used to create it
 - what processes it went through and which standards were applied (e.g. organic, fair trade etc.)
 - which businesses were involved in making it and how they are run (e.g. ISO14000, AS8000 etc.)
 - how many miles it has travelled and how it was transported
 - how much energy was used and how much CO₂ was emitted

Managing Organic Supply Chains...

Considerations...

- Where will the finished product be sold?
- What kind of claims do you want to make?

Fibre claim?

Product claim?

Processing Standards?

Social Standards?

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Managing Organic Supply Chains...

All these standards have two things in common:

- 1: you need to know your product's chain of custody
- 2: You need a way to manage the production and certification data.



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The organic paper mountain...

An average supply chain for one product...

5 pages transaction certificates

5 pages organic certificates

15 pages of annexes to certificates

...and that's just the cotton



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The organic paper mountain...

The Online Tracking Service can help you:

- Manage certificates electronically
- Connect certificates to relevant organisations, batches and processes
- Access your complete supply-chain's certificates at the click of a button.

...to the Tracking Service...





Thank you for your time...

