EGG TraceBase®
Egg-ingredients with information

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During the past five years the food industry has been faced with a rapid change of focus from traditionally low cost bulk production towards high added value products. In addition incidents such as Dioxin, BSE and the use of antibiotics have heightened the issue of food safety.

“The information provided with products is increasingly influencing the monetary value of the goods. Whether it is meat or any other food the consumer is concerned as to how it is produced. The food industry is moving towards quality standards found in the pharmaceutical industry, where the whole chain of production has to meet very strict demands. The price of food in general is beginning to reflect the value of the accompanying product information. A brand that can guarantee product quality, a brand that can provide details of the complete chain of its production will be the brand leader. Product reliability is essential.”

(Translation from the Dutch of an article by Luc Soete which appeared in Intermediair December 12th 1999.)

NIVE fully supports these sentiments, and in fact had initiated the EGG TraceBase® in October 1999. Underpinning NIVE’s decision were customer requests (mostly food multinationals), concerning new product development, demand for Free Range, Organic and non-GMO products and requests from food safety and supply chain management. These enquiries originated from the end consumer and were relayed by food retailers.

The goals of the EGG TraceBase® project are:
- To ensure 100% traceability
- To identify control points, methods, and responsibility for control in each stage of the egg production chain
- To clearly understand customer requirements (food multinationals, retailers and end consumers)
- To maintain a good relationship with our suppliers
- To establish a company philosophy and ensure that all within the NIVE organisation are fully committed to the principles of the EGG TraceBase® concept
The advantage of EGG TraceBase® in an emergency

NIVE is committed to the principle of guaranteeing the traceability of every individual egg. We will have a detailed profile of where it has come from, which feed the hen ate, which hatchery supplied the hen, which vet attended the poultry farm concerned. This means that in the case of an emergency, such as contamination, it would be possible to immediately trace not only the source of contamination but also which products have been contaminated. By entering into an automated system the data of all laying poultry farms in the chain, the history of every egg can be traced at any time of the day. EGG TraceBase® developed by NIVE will make the ideal of total traceability a reality.

Pro-actively following developments in the Agricultural and Food Industry, EGG TraceBase® is an ongoing project, we would welcome your questions and suggestions. Please do not hesitate to contact us.