New IDC PeerScape Outlines Best Practices for Food Traceability

Process regulation and standardization can minimize foodborne diseases in United States, according to IDC Retail Insights

FRAMINGHAM, Mass., June 6, 2016 – One in six Americans get foodborne diseases each year with 3,000 of those cases resulting in death. This statistic has food and beverage retailers strategizing to avoid such risks for consumers while keeping their profit margins intact. IDC Retail Insights encourages retailers to invest in tracking and other new technologies in its latest report, IDC PeerScape: Practices for Food Traceability in the United States (Doc #US41122616).

• ClicktoTweet : New IDC Retail Insights PeerScape outlines best practice options for food traceability

"Retailers that carry food and beverage products with integrated tracking systems and technologies will thrive under consumer trust. In a climate where customer loyalty is faltering, consumers are looking for a retailer they can trust to keep their families safe and healthy in their food choices. Those retailers who gain that trust will win the market," said Victoria Brown, senior research manager at IDC Retail Insights.

In order for retailers to control their food supply chains as effectively as possible to mitigate risk, IDC outlines key practices retailers can employ to help with their visibility across their supply chain. These include, but are not limited to:

• Utilizing lot tracking with coding systems
• Tools for ingredient and recipe management
• Temperature tracking throughout the end-to-end supply chain

According to the report, each of these practices allows for understanding the risk factors associated with the stock keeping units carried by a retailer, and enables faster response time to allergen or bacterial concerns. When retailers know what they have on their shelves, they are better equipped to respond in a timely manner, and more accurately.

For additional information about this report or to arrange a one-on-one briefing with Victoria Brown please contact Sarah Murray at 781-378-2674 or sarah@attunecommunications.com.
Reports are available to qualified members of the media. For information on purchasing reports, contact insights@idc.com; reporters should email sarah@attunecommunications.com.

**IDC PeerScape**

**IDC PeerScape** reports provide IT executives and their enterprise partners with practices that have the most impact on the success of a technology initiative. They help mitigate project risk and increase the likelihood of the initiative driving business value by capturing practices from peers that should be emulated.

**About IDC Retail Insights**

IDC Retail Insights assists retail businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing the retail industry. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit [www.idc-ri.com](http://www.idc-ri.com), email info@idc-ri.com, or call 508-935-4490. Visit the IDC Retail Insights Community at [http://idc-community.com/retail](http://idc-community.com/retail).

**For more information contact:**

Emily Tynan  
etynan@idc.com  
+1 508-935-4409  
Sarah Murray  
sarah@attunecommunications.com  
+1 781-378-2674