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iFoodDS appoints Andrew Kennedy as Chief Traceability Officer

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iFoodDS, the leading provider of connected traceability, quality, and food safety solutions for the fresh food supply chain, announced the promotion of Andrew Kennedy to the position of Chief Traceability Officer, effective immediately. In his new role, Kennedy will lead the product strategy for iFoodDS' traceability product line while continuing to advocate for the importance of traceability across the food supply chain.

Kennedy has nearly two decades of experience leading large-scale food supply chain traceability initiatives and is widely recognised as a subject matter expert in the industry. His expertise includes co-leader of Tech-Enabled Traceability, a core

element of FDA's New Era of Smarter Food Safety initiative; contributor to FDA's Final Food Traceability Rule (FSMA 204); interim director of IFT's Global Food Traceability Center; and co-founder of both New Era Partners and FoodLogiQ. He also spearheaded the development of numerous food traceability standards and best practices.

The iFoodDS traceability solution, iFoodDS Trace Exchange with IBM Food Trust, is the industry's most proven, scalable, and interoperable platform. It integrates with other systems and adopts industry standards such as GS1. It is designed to ease the FSMA 204 compliance burden by giving suppliers options and ensuring that whatever method they use to capture data required by FSMA 204 can be shared across the supply chain.