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**Traceability Institute LLC**

**USDA Agricultural Marketing Service’s Douglas Bailey Headlines as  
Keynote for “Traceability Interoperability Summit 2010”**

*USDA AMS’s Chief Information Officer Provides Case for Adoption of Global Traceability  
Standards in Meat and Poultry Supply Chain*

**Colorado Springs, Nov. 11, 2009**—The **Traceability Interoperability Summit 2010** ([www.traceinterop.com](http://www.traceinterop.com)) today announced its keynote speaker—**Douglas Bailey**, chief information officer (CIO) for the **Agricultural Marketing Service (AMS)**, an agency of the **United States Department of Agriculture (USDA)**. Bailey will discuss the USDA’s efforts to support adoption of global traceability standards in meat and poultry supply chain.

Traceability Interoperability Summit, taking place Jan. 21-22, 2010 in Denver, is the first executive event designed to address the needs of food suppliers, retailers and service providers for multi-system interoperability to ensure a more sustainable and safer US food supply chain. The summit is being produced by the Traceability Institute ([www.traceability-institute.com](http://www.traceability-institute.com)).

“Adoption of traceability standards, especially in areas of meat and poultry supply chain, is an important step in protecting consumers from tainted food,” said Miodrag Mitic, managing partner, Traceability Institute. “We are privileged to have Doug as a Summit keynote. By bringing together a forum of industry leaders, we are putting in place the necessary tools, standards and methods to help the nation’s food supply chain maintain a high level of safety and quality.”

With more than 30 years’ experience with the USDA, Bailey provides technology services and guidance to agency business units including the USDA’s grading programs for beef, dairy, poultry, and fruits and vegetables; the market news service used by US agricultural commodity producers; the National Organic Program that certifies the organic nature of products for consumers, and commodity purchase programs that purchase food products for school lunches and domestic and international feeding programs. Since 2001, he served as the chairman of the Board of Directors for mpXML,

an industry-sponsored business-to-business data standards organization created to advance electronic commerce for meat and poultry suppliers and retailers.

For Summit updates, please visit [www.traceinterop.com](http://www.traceinterop.com), or go to [www.traceability-institute.com](http://www.traceability-institute.com) for information about the Traceability Institute. Follow us on Twitter @trackingtracing.

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