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**TITLE:** The Usage of Information Technologies in Food Traceability: An Application

On Olive And Fig Enterprizes In The Province Of Aydin.

**ABSTRACT** 

Information technologies consist of systems which help to record and protect information required for the whole supply chain processes and members and to provide

this information when its needed. Information technologies help enterprizes to minimise

and also avoid risks appeared within enterprizes and their environment.

Product traceability system is the most important information technology used in

food sector. By using this system, enterprizes remove factors caused threats to

consumer's health and also minimise risks, which have probability to occur in supply

chain processes, by strengthen their relationships with the supply chain members.

In this study, information was obtained about the traceability systems of the

olive and fig enterprizes in the province of Aydin through the visits made in order to

determine the benefits of food traceability systems for enterprizes and some proposals

were given so as to contribute to future studies. Therefore, a questionnaire was applied

by asking some questions to enterprizes about their traceability systems. Its determined

that manual systems and barkod systems are used by the enterprizes in the form of food

traceability systems. Furthermore for the enterpizes, besides the application of food

traceability systems are expensive and unnecessary, they have lots of benefits such as

supporting the food safety and quality, gaining new customers without losing the

existing ones.

**KEYWORDS** 

Information Technologies, Food Traceability, Food Chain, Olive and Fig Enterprizes,

Aydin.