



Media Release

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GS1 AUSTRALIA WELCOMES MINISTER'S ANNOUNCEMENT ON TRACEABILITY FUNDING

This week the Federal Minister for Agriculture and Northern Australia, the Hon. David Littleproud, announced more than \$68 million in government funding to shore up Australia's agricultural traceability systems, mentioning 'Traceability is key to maintaining our international reputation and securing international market premiums for Australian producers.'

GS1 Australia welcomed the announcement and the strong focus on common data standards to support traceability frameworks and systems, 'that could add up to \$1 billion a year to the bottom line of Australian farmers.'

Maria Palazzolo, Executive Director and Chief Executive Officer at GS1 Australia, applauds the government's initiative and the proposal to form the National Agricultural Traceability Alliance and National Agricultural Traceability Hub. "We have been working with Australia's primary producers, government representatives, peak industry associations and solution providers on the enhancement of traceability and trade across the food and agriculture sectors.

"Most recently, GS1 standards including 2DBarcodes and Digital Link are being applied in the dairy, grape, cherry, potato and meat sectors. This investment will allow us to leverage these initial programs to roll out a national, multi-sector solution," said Palazzolo.

A National Traceability Accord (NTA) was released in November 2021 by the National GS1 Traceability Advisory Group, representing a non-competitive, Australia-wide approach to cross-sector supply chain traceability. David Hazlehurst, Deputy Secretary at the Department of Agriculture, Water and the Environment (DAWE) commented at the time of the release, "The National Traceability Accord is a welcome industry initiative aligned with the DAWE-led National Traceability Framework. We look forward to exploring how it can complement existing Government policies and priorities to strengthen supply chains and build resilience."

GS1 in Australia and throughout the world is working to support government and industry navigate an important transformation to more digital, efficient and safe global supply chains.

Palazzolo continues, "We are committed to helping our 2.5M+ international and 20K+ Australian members through public policy support programs and initiatives including industry advisory, special interest and working groups on issues including traceability, digital labelling the circular economy, counterfeiting, market access and trade reform."

"This announcement by the Australian government will provide the emphasis and direction for industry to take the next steps in enhancing traceability and transparency at every step in the supply chain."

More about GS1 Australia's work in traceability can be found at www.gs1au.org/traceability

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About GS1 Australia

GS1 Australia is the Australian arm of the neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of "the 50 things that made the world economy". GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 115 countries, 2 million user companies (over 22,000 in Australia) and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe. For more information visit the [GS1 Australia website](http://www.gs1au.org).

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