



## Media Release

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### **2D Barcodes take Traceability into the next generation**

#### **GS1 Australia partners with government and industry to strengthen the future for Australian agriculture**

The agriculture sector in Australia is witnessing the first production implementation of GS1-based traceability, marking a significant leap forward in maintaining and elevating the safety and quality of citrus fruits for consumers, both domestically and abroad.

The full-scale deployment at Mildura Fruit Company is a result of a previous pilot program funded by Agriculture Victoria and demonstrates the immense potential of GS1 standards, working in synergy to strengthen future business for Australian brands, particularly in high-value markets.

“The importance of traceability for the agriculture sector cannot be understated,” Agriculture Victoria Policy Executive Director Sarah-Jane McCormack said.

“Agriculture Victoria is proud to have supported this milestone achievement for enhancing traceability, ensuring food safety and supporting the sector to meet market access requirements around the world.”

The recently implemented US FDA Food Traceability Rule serves as an example of the growing global emphasis on traceability regulations where companies in the food supply chain are required to provide traceability data back to the farm within 24 hours in an electronic format. Enabling producers and packers to respond quickly and efficiently to potential foodborne illness incidents and mitigate risks of food fraud.

QR Codes powered by GS1 on citrus products, along with technology by solution provider Trust Codes, were used to achieve the milestone, as QR Codes can be easily scanned by consumers and supply chain partners with everyday smartphones, eliminating the need for special apps or scanning devices.

With GS1 Digital Link encoded in the QR Code, consumers and supply chain partners are connected to the internet, where they access product authentication statements, origin, brand stories and more.

The consumer can even participate in surveys, games and feedback, creating an unprecedented two-way flow of information between consumers and producers in real-time, wherever they may be in the world.

Peak industry body Citrus Australia participated in the pilot program funded by Agriculture Victoria. Nathan Hancock, Chief Executive of Citrus Australia, said the program emphasised the importance of developing robust traceability systems, and GS1's role within this process.

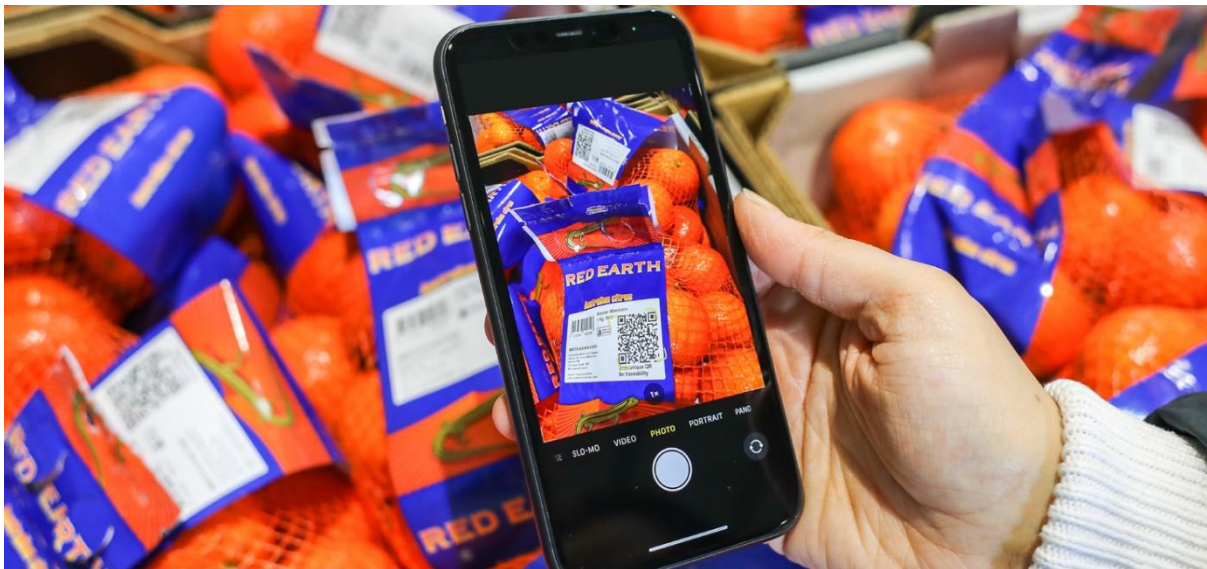
"The official recommendation of Citrus Australia to our industry members is to build traceability systems into their businesses, sooner rather than later and they should do so using GS1 standards," said Hancock. "GS1 standards provide a solid foundation for future development, consolidation with system changes and integration with supply chain partners."

This combination of GS1 standards has not only achieved a stronger position for Australian brands in competitive markets but will continue to transform Australian agriculture and primary industry.

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**Image** (high resolution files attached)





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### **About Agriculture Victoria**

Agriculture Victoria works in partnership with farmers, industries, communities and other government agencies to grow and secure agriculture in Victoria. Agriculture Victoria delivers programs and services and technical advice to the agriculture sector to increase resilience and sustainably grow the value and output of agriculture through increased exports, investment, greater diversification and new products. Agriculture Victoria works alongside industry and research institutions to modernise Victorian agriculture through research, innovation and education.

### **About Citrus Australia**

Citrus Australia is the prescribed peak industry body (PIB) for the Australian citrus industry. To help growers and industry succeed, Citrus Australia focuses on core activities and is guided by values that underpin everything they do. Citrus Australia has an important facilitation role to play in driving innovation, finding common purpose and protecting industry's investment. Consultation through regional advisory groups, leadership groups (export, domestic, variety and juice committees), regional and national forums ensure Citrus Australia is informed on issues important to industry. Citrus Australia develops and maintains national and international networks; leveraging relationships in citrus growing, packing, marketing and research in Australia and around the world.

### **About GS1 Australia**

GS1 is a 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 modern 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 116 countries, 2 million member companies (over 22,000 in Australia) and 10 billion scans of over 1 billion products that carry the GS1 barcode, every day. GS1 standards create a common language that supports systems and processes across the globe. For more information visit the [GS1 Australia website](#).

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