

Protecting brands with every scan

TRACEABILITY

GS1 has been protecting brands in the fresh produce industry for more than 50 years, locally and globally.

It is the most widely-used system for product identification and supply chain standards in the world.

Most retailers, growers and manufacturers already have the GS1 system embedded in their operations.

DataBar for loose produce, QR codes and SSCC carton labels are just some of the GS1 data carriers/barcodes used by the fruit and vegetable industry for enhanced authenticity (anti-counterfeit), food safety, provenance, quality and waste reduction.

Scott Ledger, export manager at Australia's largest mango grower Manbulloo said using GS1 standards in conjunction with other technology solutions allows the company to track every carton and every batch through the supply chain, from packing shed to retail shelf.

Many growers and packers have put the building blocks in place, barcodes directly

applied to produce and on cartons and pallets, as a compliance requirement for retailer customers.

It is often simply a matter of shifting the view on these from compliance to opportunity and making some minor adjustments and additions to fully realise the benefits of a fully global system.

At little, or no, additional cost.

High standards

THE universally recognised GS1 system is backed by a robust set of data standards.

These standards provide the framework required for global item-level visibility of food products as they travel through the supply chain.

From grower to pack house, onto the warehouse, shipping docks and customs, eventually to retailers and consumers.

GS1 links the first and last mile and enables easy collaboration between supply chain trading partners.

GS 1 Australia Senior account manager retail

Melanie Wishart said many retailers use GS1 standards to automate their inventory management and logistic processes.

"Nowadays, no industry sector can avoid exchanging detailed and transparent product information like grower, brand owner, country of origin, growing method, size, form and colour," Ms Wishart said.

Ever growing

GS1 is constantly developing and expanding the GS1 system.

New solutions are already making their way to the produce sector including 2DBarcodes that can stop the sale of expired or recalled products at the register; and DigitalLink, extending the GS1 system by connecting products to the web, driving purchasing behaviour and brand loyalty.

Ultimately, these improvements will help all members in the supply chain increase the quality and integrity of their products, today and for the future.



FRESH: Australian producers have the capacity to improve their fresh produce tracking. Photo: Shutterstock



IMPROVED: Improvements in produce data tracking will help increase the quality of products. Photo: Shutterstock

Produce Marketing Association A-NZ chief executive officer Darren Keating said he'd had a lot of involvement with GS1 across a range of different projects and programs.

"I would say they are a good partner for your business to have," Mr Keating said.

The retail team at GS1 Australia has been working closely with industry and

understands the business from both a retail and grower perspective.

They can step you through the process of becoming fully compliant with retailer requirements while, at the same time, adding significant ability to deliver real benefits to consumers, and greater demand for your product.

GS1 Australia is a not-for-profit organisation that works with industry to provide global standards and technology-neutral services.

For more information on its range of services or to join GS1 Australia, visit the company's website at: www.gs1au.org.

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