

Trust in our fruit and veg

THE top priority for the Australian fruit and vegetable sector has always been product safety and quality.

Each day customers put their trust in the food they eat and the supply chains that deliver that food.

Growers, manufacturers and retailers adapt and evolve to increase the quality and integrity of their products and to maintain competitive advantage in a fast-moving market.

GS1 Traceability enables whole-of-chain tracing, linking the first and last mile of the supply chain with standards for item-level visibility and collaboration between trading partners.

Australia's largest mango grower Manbulloo, is at the forefront of whole-of-chain tracking, using GS1 Traceability to track every tray on every pallet from every farm and pack house up and down the supply chain.

"We can track every carton and every batch through the supply chain, from packing shed to retail shelf," quality manager at Manbulloo, Scott Ledger said.

"This is a major win for



TRUST: Through GS1 Traceability, consumers are able to put their trust in the food they eat and the supply chains that deliver that food.

everyone in the supply chain as it saves an enormous amount of time and money."

GS1 Traceability is powered by product identification, in the form of barcodes and data standards, the most

widely used product identification and supply chain standards in the world.

For most companies, GS1 barcodes are already part of their business processes.

At Manbulloo, each indi-

vidual item of fruit is labelled with a GS1 DataBar, the smart little barcode that enables loose fruit and vegetables to be accurately scanned at retail point-of-sale.

Each mango is labelled

with a GS1 DataBar and packed into a carton.

The carton is also labelled with a case-level barcode, a serialised GS1-128.

Both the DataBar and the GS1-128 barcodes point

back to the same batch or lot number of the fruit, identifying the block in the orchard and the date the mangoes were picked.

As the carton moves through the supply chain it is tracked from the packing shed to the ripeners and on to the retailer.

When the mangos are removed from the carton and placed on the shelf, the item-level DataBar is used for point-of-sale.

Whole-of-chain traceability is an industry-wide effort where any partner in the supply chain can rapidly trace an item back and forward throughout the chain to receive instant information.

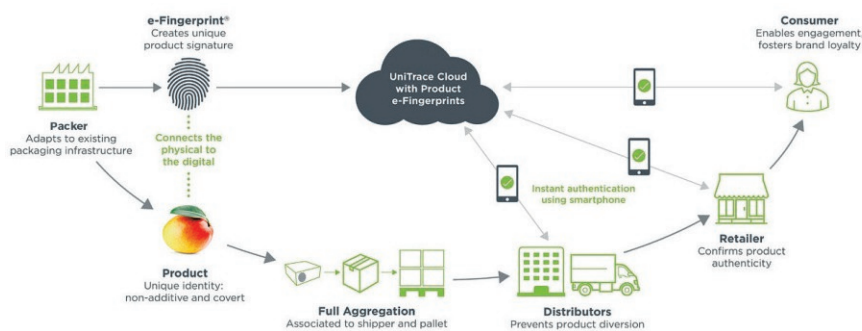
The National GS1 Traceability Advisory Group has been established, with representatives from government and industry, to help companies navigate the way forward for enhanced traceability in Australia.

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

Visit: www.gs1au.org/traceability.

Traceability for growers

End-to-end product traceability, coding, labelling and code management solutions for packaging lines.



Our Systech Brand Protection Suite® turns an ordinary static GS1 1D or 2D barcode in to a 100% unique 'eFingerprint'. The best thing about our offer is that you don't need to change your packaging to achieve complete product traceability. We can even integrate these solutions with case-packing, palletising and pallet wrapping equipment—either from Foodmach or a third party.



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