



Traceability
Solution Providers
Special Interest Group

Traceability Solution Providers Special Interest Group

Meeting - 8

16th November 2021

Agenda



Traceability
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Time	Item	Who
1.00pm	Welcome and Introduction	Peter Davenport , Manager Alliances GS1 Australia
1.05pm	Opening Remarks and official welcome to: Office of Senator the Hon. Jonathon Duniam, Assistant Minister for Forestry and Fisheries	Luke Wood Co-Chair, Traceability Solution Provider Special Interest Group CEO, Escavox
1.10pm	Minister Jonathon Duniam's address	Minister Jonathon Duniam , Assistant Minister for Forestry and Fisheries
1.20pm	Guest Speaker	Kevin Otto Senior Director, Community Engagement, Supply Chain Optimization, at GS1 US
1.45pm	Panel Session	Introduced and moderated by Luke Wood; Kevin Otto Senior Director, Community Engagement, Supply Chain Optimization, at GS1 US David Carter CEO Austral Fisheries Frank Terzoli Global Dialogue Seafood Traceability, Technology lead at WWF Dr. Marah Hardt Director of Discovery at the Future of Fish
2.25pm	Next Session and Close	Peter Davenport

Digital housekeeping



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Be present

Avoid multitasking

Be considerate

Silence phones
Stay on mute when possible



Be collaborative

Provide comments
Be open to other views

Q&A process

We will be monitoring the chat so please use the **CHAT** feature for all questions

Trade Practices Notice



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- Participants on GS1 Boards, committees, task forces, work groups, or other similar bodies, must always remember the purpose of the Board, committee, task force, or work group is to enhance the ability of all industry members to compete more efficiently and effectively, to provide better value to the consumer or end user.
- GS1 activity almost always involves the cooperation of competitors; therefore, great care must be taken to assure compliance with trade practices laws in Australia and in other jurisdictions. This Means:
 - Participation must be voluntary, and failure to participate shall not be used to penalise any company.
 - There shall be no discussion of prices, allocation of customers or products, boycotts, refusals to deal, or market share. (For the avoidance of doubt, this does not preclude discussion of GS1 Australia's prices, customers or products.)
 - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of lawyer(s) with experience in trade practices law can be obtained.
 - Where appropriate, meetings shall be governed by an agenda prepared in advance and recorded by minutes prepared promptly after the meeting.
 - Where appropriate, tests or data collection shall be governed by protocols developed by GS1 Australia.
 - GS1 reserves the right to seek opinion of lawyer(s) with trade practices experience on any matter or document arising out of any GS1 activity.
 - The recommendation coming out of a GS1 Board, committee, task force, work group or task group are just that. Individual companies remain free to make independent, competitive decisions.
 - Any Standards developed must be voluntary standards.

Co-Chair Opening Remarks



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Luke Wood

Chief Executive Officer & Founder

Escavox

Ministers address



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Hon. Jonathon Duniam
Assistant Minister for
Forestry and Fisheries

Guest Speaker – Kevin Otto



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Kevin Otto,
Senior Director, Community
Engagement, Supply Chain
Optimization, at GS1 US

As the Senior Director, Community Engagement, Supply Chain Optimization, at GS1 US, Kevin Otto works to educate the industry about the value of GS1 Standards as a foundation to create supply chain visibility across a variety of industries. He leads a discussion group focused on supply chain optimization where he collaborates with supply chain professionals to encourage enhanced data sharing, address systems interoperability challenges and determine best practices for leveraging the GS1 System of Standards.



The Global Language of Business

Traceability in the Seafood Sector

Kevin Otto, Sr. Director, Community Engagement, GS1 US
Tuesday 16th November 2021



Antitrust Caution

GS1 US is committed to complying fully with antitrust laws.

We ask and expect everyone to refrain from discussing prices, margins, discounts, suppliers, the timing of price changes, marketing or product plans, or other competitively sensitive topics.

If anyone has concerns about the propriety of a discussion, please inform a GS1 US[®] representative as soon as possible.

Please remember to make your own business decisions and that all GS1 Standards are voluntary and not mandatory.

Please review the complete GS1 US antitrust policy at:
www.gs1us.org/gs1-us-antitrust-compliance-policy

One Common Language

The only way businesses big or small can move forward is to work together. They need to be able to **understand each other**, anywhere in the world.

Business requires a common language, and we make that possible.



One Foundation

GS1 makes it possible
for industries and companies of
all kinds to move their business
forward by adopting GS1
Standards as the **foundation**
of their **business processes.**



The Global Language of Business

GS1 Standards make it possible to **identify, capture, and share** information automatically and accurately about products, business locations, and more. This way anyone who wants that information can understand it, no matter who or where they are.



Identify



Capture



Share

Physical & Digital Identification

The identification of everything makes anything possible.



The Role of Standards in Blockchain

Blockchain and GS1 Standards—How Do They Work Together?

+ To Facilitate Business Applications

What problem are we trying to solve?

- ✓ Track & trace, anti-counterfeit
- ✓ Order-to-cash processes
- ✓ Electronic commerce



+ GS1 Standards Can Enable Data Sharing Between Parties

What are GS1 Standards?

GS1 Standards are foundational data standards that provide unique identification of products, locations, and assets along with standardized data sharing formats.

This interoperable global language of business can be used to exchange information about the “what, when, where, and why” of events occurring in the supply chain.



Identify



Capture



Share

- ✓ Standardized identifiers
- ✓ Transaction data

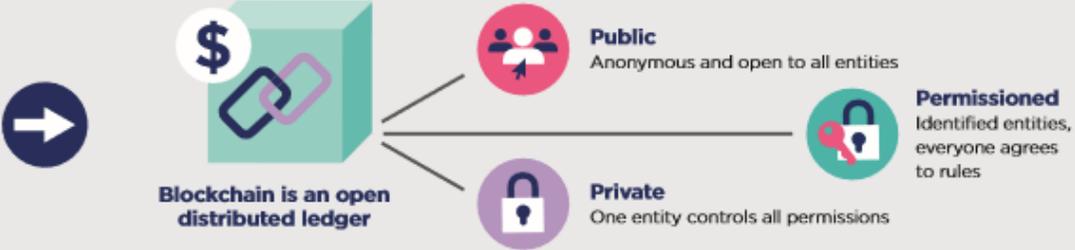
- ✓ Visibility event data
- ✓ Master data

+ Through Different Platforms, Including Blockchains

What is blockchain?

Blockchains are shared databases (or indexes) of information about transactions and events.

Storing traceability or event data about your products or other assets in a shared database is not a new concept. In fact, entire industries have been sharing such data with each other for years with GS1 Standards.



Source: www.gs1us.org/visibility

Key Industry Points from Executive Roundtable



- Industry desires data sharing solutions/ecosystems to “connect” and communicate consistently
 - Singular solution/ecosystem choice
- The connection of ecosystems creates a data sharing “network”
- Standards are critical for clear communication - need a speedy process – leverage what exists
- **MAKE IT WORK!**

Crawl Phase 1

Crawl Phase 1: Tech Provider Prototype



1. Demonstrate “traceability event data sharing” interoperability.
2. Connection of two or more traceability systems
3. Capture and share EPCIS formatted event data
4. Stitch traceability events together across ecosystems

Outputs



- Event data requirements (EPCIS)
- Event data sharing permission & access
- Network architectural and operational requirements

A roadmap to development of industry/network elements necessary to realize an end-to-end data sharing network



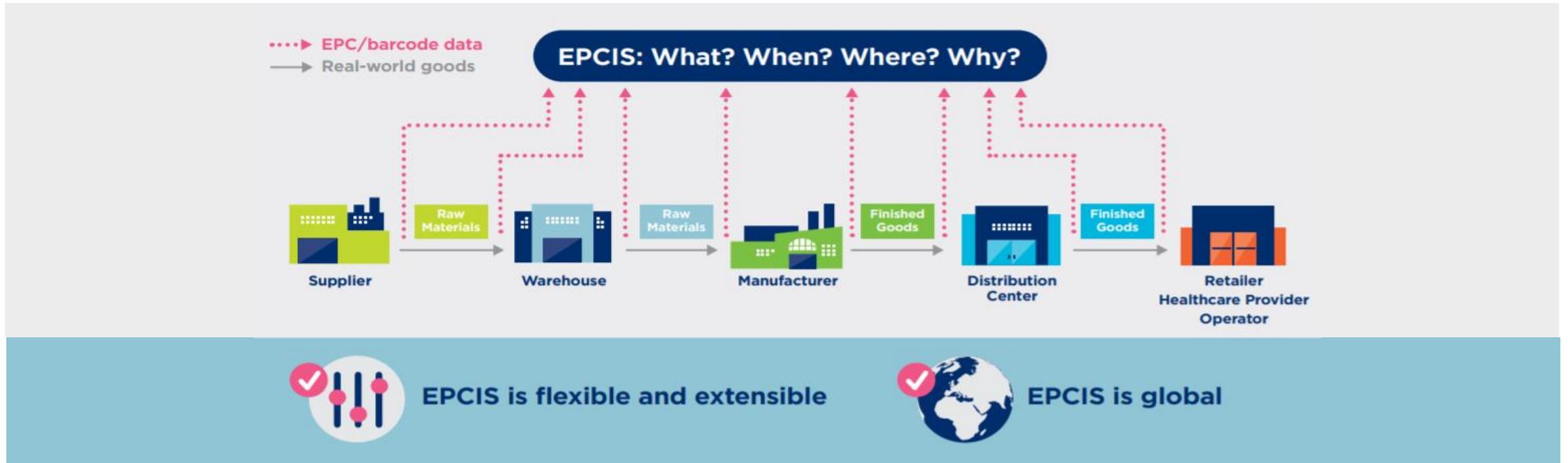
What is EPCIS?

Electronic Product Code Information Services (EPCIS) is a global GS1 Standard for creating and sharing visibility event data to enable users to gain a shared view of physical or digital objects

EPCIS that we know today very much is a **common language** that connects the events and speaks across a multitude of applications and supply chain events



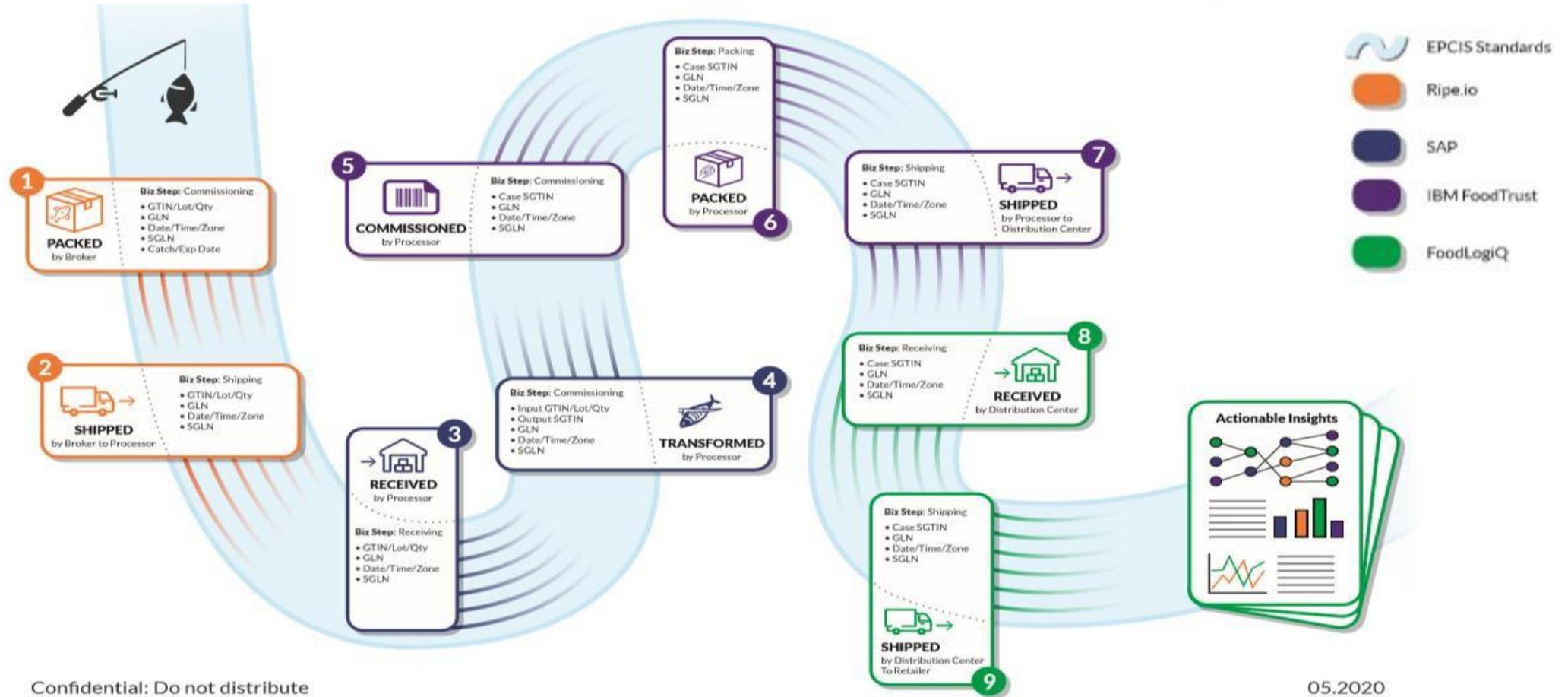
The Benefits of EPCIS



Visibility helps improve:

- Product safety through traceability
- On-shelf availability/Out-of-stock management
- Inventory management
- Counterfeit protection
- EAS/theft protection

EPCIS: Data Interoperability Across Technology Platforms



Confidential: Do not distribute

05.2020

Interoperability: Two-Part Solution Required



GS1 The Global Language of Business

Core Business Vocabulary Standard

specifies the structure of vocabularies and specific values for the vocabulary elements to be utilised in conjunction with the GS1 EPCIS standard

Release 1.2.1, Revised, May 2017

GS1 The Global Language of Business

EPC Information Services (EPCIS) Standard

enables disparate applications to create and share visibility event data, both within and across enterprises.

Release 1.2, Revised, Sep 2016

GLOBAL DIALOGUE on Seafood Traceability

Standards and Guidelines for Interoperable Seafood Traceability Systems – Core Normative Standards (Version 1.0)

February 2020

GS1 US The Global Language of Business

Healthcare

Implementation Guideline: Applying GS1 Standards for DSCSA and Traceability

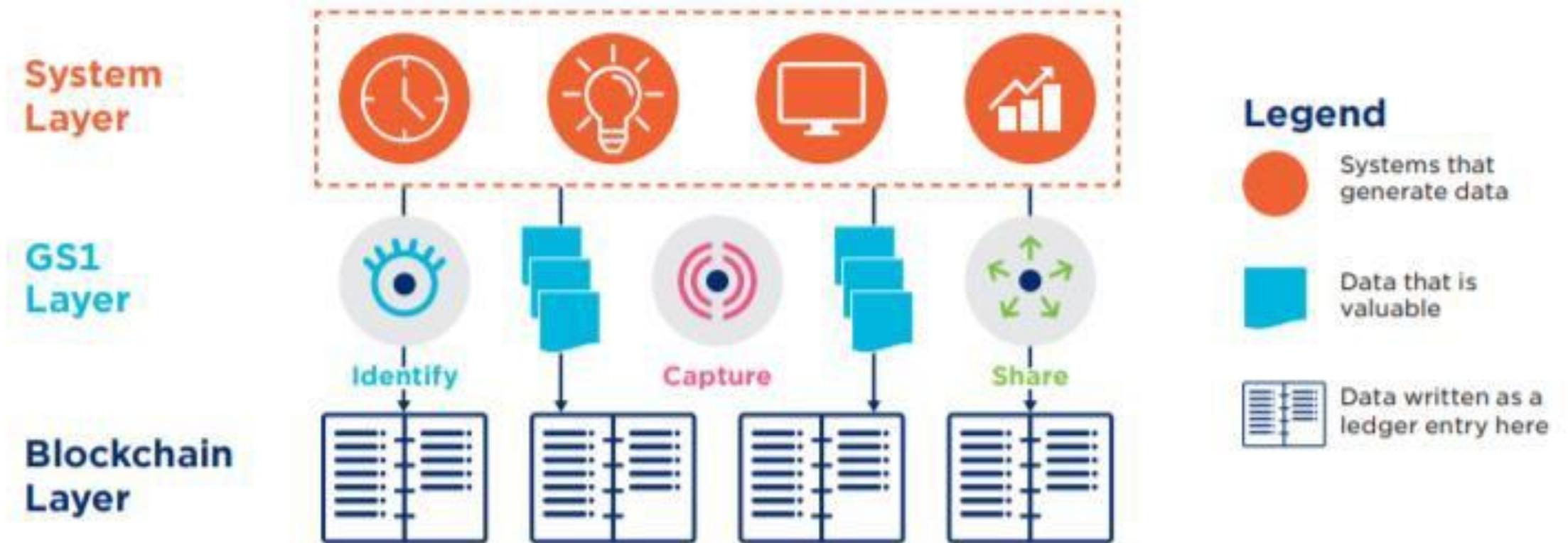
Release 1.2, Nov 07 2016

Interoperable End to End Data Sharing requires:

- Specified **event data requirements**
- **Globally-unique** identities
- A common data **language**
- Network **governance** model

So – What about blockchain?

Blockchain & Identify, Capture, Share



Blockchain is a replicated, secure and distributed ledger. GS1 facilitates standards for data and some business applications.

Crawl Phase 2

Crawl Phase 2: Engage Industry

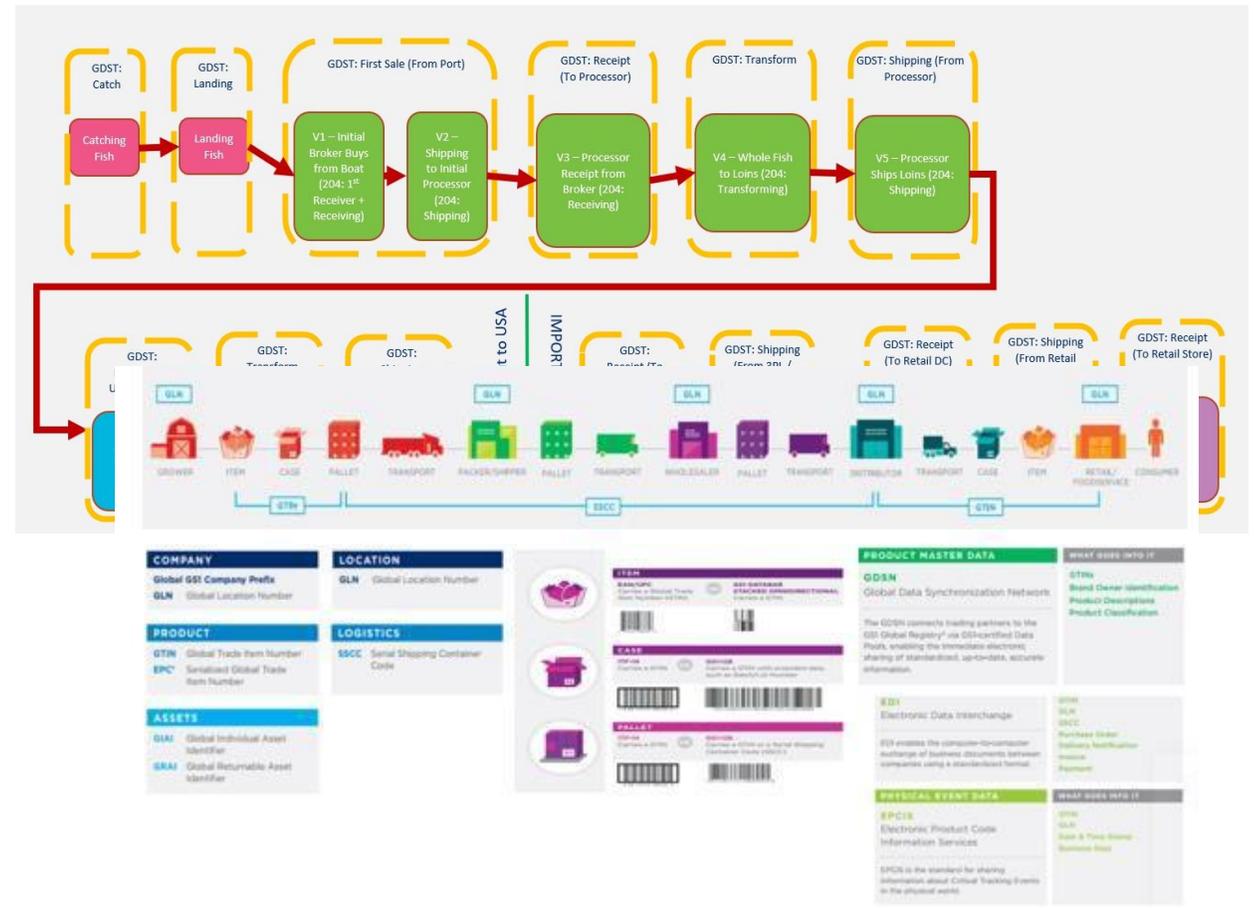


- **Participants:** *End users and technology providers*
- **Objective:** Share data from a specific industry supply chain process across solutions, such that a “trace” for a product might be executed across the different systems.
- **Proposed Use Cases:** Seafood traceability leveraging components of industry standard and regulatory requirements

Crawl Phase 2: Industry PoC

Participants

- Tech: FoodLogiQ, IBM, SAP, Ripe.iO, Whole Chain
- Industry: Seafood Thai Union, BumbleBee, Norpac, Beaver Street Seafood, Walmart, IFT/GDST
- GDST & FSMA Proposed Rule 204 requirements



Global Dialogue on Seafood Traceability

The Global Dialogue on Seafood Traceability (GDST) is a business-to-business platform established to improve seafood traceability practices. The platform brings together industry stakeholders from across the globe and civil society experts from diverse backgrounds.

- Internationally agreed key data elements
- Technical specifications for interoperable systems facilitating business-to-business information exchange
- Internationally agreed on benchmarks
- Harmonization of business-smart national standards to reduce compliance burdens



Standards and Guidelines for Interoperable
Seafood Traceability Systems –
Core Normative Standards (Version 1.0)

February 2020

GDST is an international, business-to-business network for interoperable systems covering a broad spectrum of seafood products across the supply chain, as well as relevant stakeholders.

GDST aims to reduce compliance burdens associated with seafood products by providing a common language with standard legal and business formats.

GDST aims to reduce compliance burdens associated with seafood products by providing a common language with standard legal and business formats.

US FDA FSMA Proposed Rule 204

- A proposed rule to establish additional traceability recordkeeping requirements for those who manufacture, process, pack or hold certain foods
 - A key component of the FDA's New Era of Smarter Food Safety Blueprint
 - The proposed requirements would help the FDA rapidly and effectively identify recipients of those foods to prevent or mitigate foodborne illness outbreaks and address credible threats of serious adverse health consequences or death
 - Organizations must establish and maintain records containing **Key Data Elements (KDEs)** associated with different **Critical Tracking Events (CTEs)**

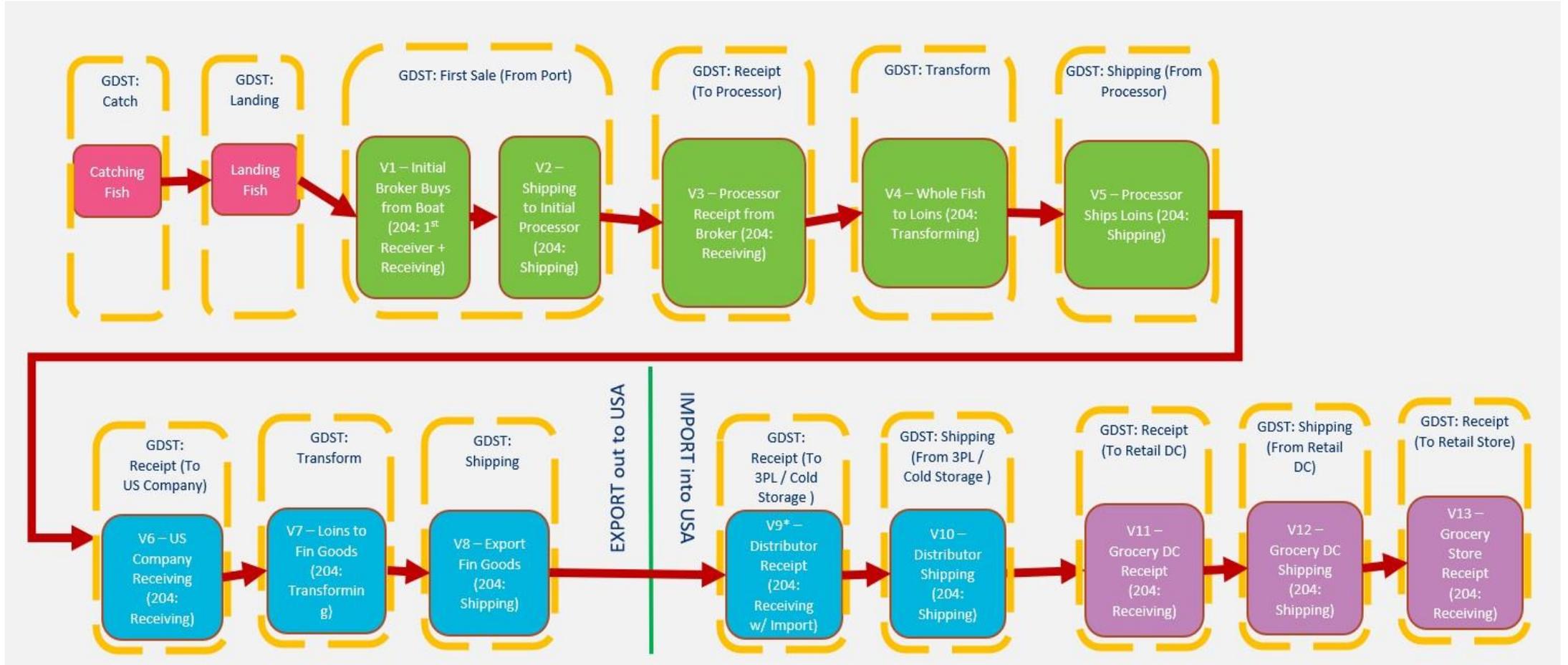
Crawl Phase 2: Industry PoC

Validate the need for industry data sharing specifications

1. Follow a specific use case
2. Utilize an industry developed “application standard”
3. Identify any ambiguities or gaps in standards, either business or technical
4. Ensure participating technical providers can share the specified data across platforms, thereby proving interoperability of solutions for a given “real world” use case



Process Flow



Key Takeaways...

1. **Develop prescribed industry-specific standards requirements for traceability**
2. **Develop an industry roadmap to expand the adoption use of GS1 identification of products, logistical units and more (GTIN +, SSCC, etc), entities and physical locations (GLN)**
3. **Define requirements for master data exchange and quality for master data specific to traceability requirements, including locations, parties as well as products**
4. **Develop a strategy for enablement of upstream points and other “unconnected” parts of the supply chain**
5. **Ensure adoption and use of EPCIS and GS1 standards in solutions**
6. **Develop a strategy to enable “the multipliers” (technology providers)**
7. **Establish an industry sunrise date to fully adopt and implement EPCIS based solutions**



We Make **Interoperability** Possible

Sharing unique identification through a common language of standards creates an ecosystem of platforms, applications, and networks that securely links people, places, and things.

The Power of Industry Moving as One

The application of GS1 Standards is ever-evolving, driven by ongoing engagement with industry leaders working together to forge new paths and create better ways of doing business.

The pioneering effort of industry leaders builds momentum for the industry as a whole as more companies use the standards.

Eventually what was once new becomes the norm—an established way of doing business that can benefit all companies.

Individual companies benefit competitively from implementing standards-based solutions tailored to the needs of their organization.

Contact Information

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Guest Panellists



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Kevin Otto,
Senior Director,
Community Engagement,
Supply Chain
Optimization,
at GS1 US



David Carter,
CEO, Austral Fisheries



Frank Terzoli,
GDST Technology Lead
at WWF



Dr Marah Hardt,
Director of Discovery,
at the Future of Fish

Thankyou for attending today's meeting of
the Traceability Solution Providers Special
Interest Group

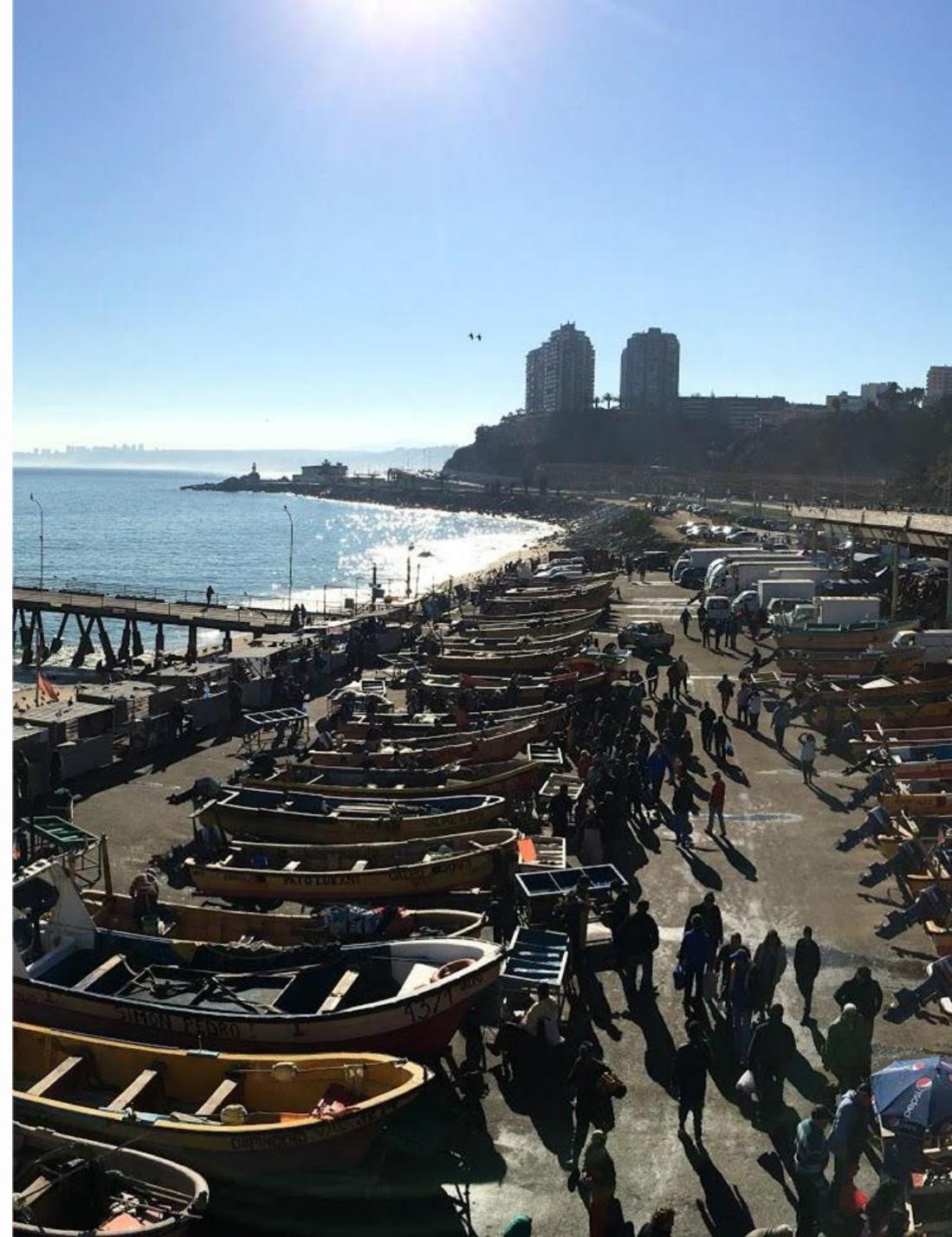
Please look out for upcoming awareness
sessions on EPCIS and GLN's

We look forward to seeing you all in 2022

Future of Fish

Empowering thriving, **sustainable ocean economies** by creating **data rich fisheries**

Marah J. Hardt
Directory of Discovery, Future of Fish



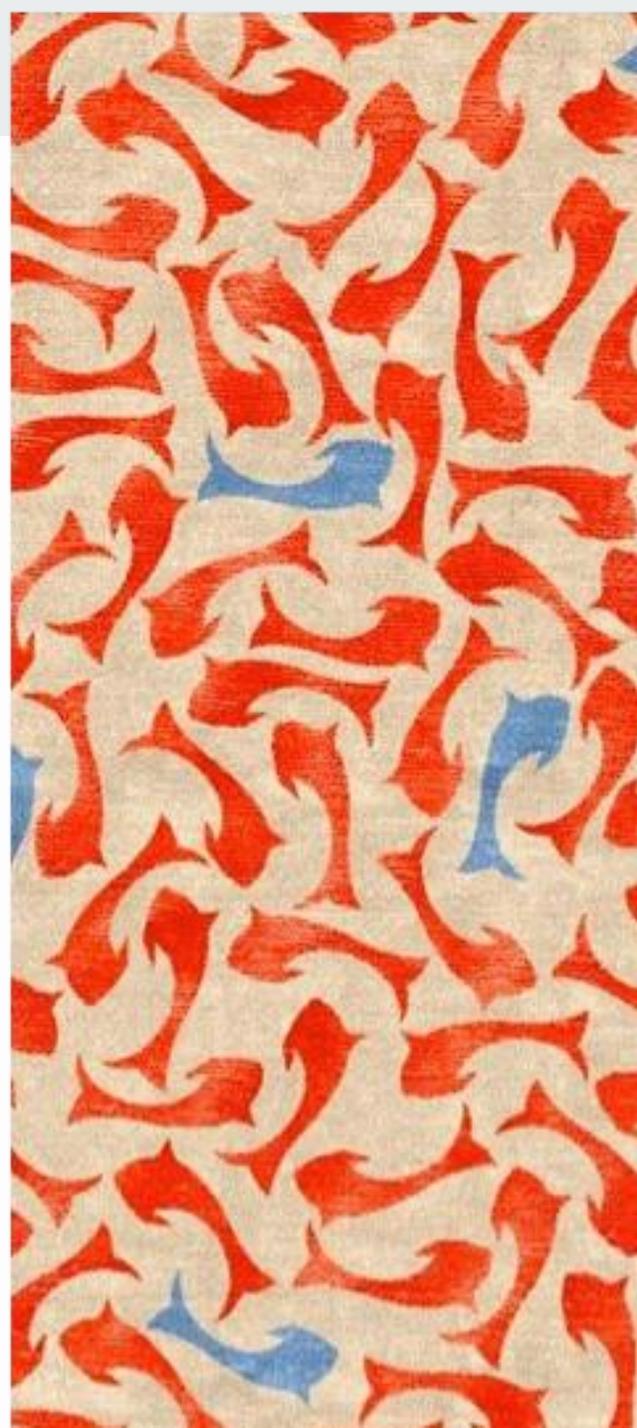
Who Is Future of Fish?

- Future of Fish is an international non-profit that supports small-scale fisheries and communities impacted by overfishing to build **sustainable livelihoods** while protecting fish
- We build **collaborations** to link resource providers (such as technology service providers) to the stakeholders and beneficiaries that can transform **ocean economies**.
- Our Vision is a world where **data rich fisheries** support coastal communities to **thrive** and be **resilient** in a changing climate, while fostering healthy ocean ecosystems that help feed the world.



Tracing our Path

- Seafood Traceability & Storied Seafood (2008!)
- Data Rich Fisheries and Supply Chains:
 - Fisheries and resource management
 - Business efficiencies and profitability
 - Investment



How We Work

- Advisory
- Pilots and Partnerships
- Fishery Systems Analysis
- Government Data Modernization

(Standards help with **all** of these!)



Where We Work

- **Chile**
 - SERNAPESCA government advisory
 - Abalobi domestic pilots
- **Belize:**
 - Traceability Implementation and triple impact FIP- TNC Belize
- **Peru:**
 - GDST Pilots with WWF Peru
 - Abalobi domestic pilots
 - Data Modernization- WWF Peru



Case Study: Peru

- Building interoperable systems (government)
- Data analysis and application (government/fishers)
- Technical training and benefits demonstrations (fishers)
- Domestic sales & e-market pilots (fishers/chefs)
- Fintech pilots (fishers/processors)
- International sales pilots (fishers, processors, distributors)



Let's collaborate...!

www.futureoffish.org

Thank you

- Questions or follow up, please contact:
 - Fiona Mulligan, Program Director for Traceability and Data Modernization
fmulligan@futureoffish.org

