

Setting the citrus bar high in 2020

Australian supermarkets are recommending all citrus growers and packers move toward incorporating the GS1 DataBar barcode on their fruit labels for season 2020.

Since 2017, Australian grocery retailers have requested the implementation of GS1 DataBar barcodes on loose produce.

Two years on and the huge potentials are being realised for both retailers and suppliers, including more accurate recording of product sales and improved management of stock in stores.

GS1 DataBar is a small 'stacked' barcode that can be applied to the existing fruit label, allowing loose fresh produce to be uniquely identified and scanned at 'point-of-sale'.

A key benefit in using DataBar labels for citrus growers is the linking of products to the grower or packhouse.

This is achieved through a GS1 supplier assigned number. Brand owners can receive product-specific sales data that is collected at supermarket point-of-sale, and the ability to monitor their fruit all the way through the supply chain, right up to when customers purchase in store.

Melanie Wishart, senior account manager retail, GS1 Australia explains;

"Since the introduction of GS1 DataBar, we have seen a huge improvement in produce being sold as the correct variety.

"This in turn means more accurate inventory levels, more accurate forecasts and therefore more accurate orders."

DataBar labels are colour coded, an industry-led initiative. Having a coloured labelling system for each citrus variety means the chance of applying the wrong label to the wrong product is greatly reduced.

This is especially beneficial to growers and packers. If products are labelled incorrectly, they are withdrawn from supermarket shelves at the supplier's expense.



Since 2017, Australian grocery retailers have requested the implementation of GS1 DataBar barcodes on loose produce.



A key benefit in using DataBar labels for citrus growers is the linking of products to the grower or packhouse.

Some retailers have over 1000 stores and, at a cost of more than \$50 per store, this expense can equate to an enormous loss – one that can be easily avoided.

Mara Milner, citrus quality and market information officer, Citrus Australia said, "Together with the grocery retailers, GS1 and Citrus Australia have finalised the colour coding, making it easier for packers to ensure they place the right label on the right variety, streamlined which PLU code to use and created a free generic design to make the transition easier on industry."

To get your supplier assigned number for your DataBar label visit GS1 Australia or for more information on the DataBar colour coding and label formats contact Citrus Australia.

Grochem grows its product range

Grochem Australia has kicked off 2020 by adding a widely used water treatment product to its range.

Sporekill is a broad-spectrum water treatment solution which is mainly used in horticulture for sanitising packing sheds, cool rooms and a wide range of farm equipment.

It is also valuable for washing tropical and sub-tropical fruit after harvest to minimise the development of post-harvest diseases, along with disinfecting grapevine cuttings and cut flowers.



Ben Coombe

Ben Coombe, general manager of Grochem Australia, said the company was pleased to take over the distribution of Sporekill in Australia and strengthen its product range as it builds its role in the Australian horticulture market.

"In further good news for growers and advisers, we are investing in local R&D to expand the product label for Sporekill in the next year or two," he said.

Sporekill is available in one-litre, five-litre and 20-litre packs.

Grochem Australia is a leading supplier of innovative plant nutrition products, insecticides, fungicides and plant growth regulators, mainly for use in horticultural crops.