## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00pm</td>
<td>Welcome and Introduction Permission to Record, Trade Practices Compliance, Housekeeping &amp; Agenda</td>
<td>Peter Davenport</td>
</tr>
<tr>
<td>1.10pm</td>
<td>Opening Remarks from Co-Chair</td>
<td>Reeanjou Ram</td>
</tr>
<tr>
<td>1.20pm</td>
<td>Guest Speaker</td>
<td><strong>Nerida Kelton MAIP</strong>&lt;br&gt;Executive Director&lt;br&gt;Australian Institute of Packaging</td>
</tr>
<tr>
<td>1.45pm</td>
<td>Guest Speaker</td>
<td><strong>Roberto Olivares</strong>&lt;br&gt;Project Manager&lt;br&gt;Woolworths</td>
</tr>
<tr>
<td>2.05pm</td>
<td>General Business – Including Focus Areas</td>
<td></td>
</tr>
<tr>
<td>2.25pm</td>
<td>Next Session and Close</td>
<td>Peter Davenport</td>
</tr>
</tbody>
</table>
Recording of meeting

Please be advised that this meeting will be recorded for the purposes of minute taking.
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 (including the Australian Consumer Law, the Competition and Consumer Act and state based Fair Trading Legislation).
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.
Digital housekeeping

Be present
Avoid multitasking

Be considerate
Silence phones
Stay on mute when possible
Use Q&A time for questions

Be collaborative
Ask questions using chat
Provide comments
Be open to other views

Q&A process
We will provide Q&A time at the end of each agenda item
Please raise your hand
Lets talk!
Co-Chair Opening Remarks
Nerida has worked in the Packaging industry for over 23 years and is the Vice President Sustainability & Save Food for the World Packaging Organisation (WPO) and the Executive Director for the Australian Institute of Packaging (AIP) which is the peak professional body for packaging training and education in Australasia. Nerida is passionate about Sustainable & Circular Packaging and Save Food Packaging Design and is the lead for the Save Food Packaging Consortium project within the Fight Food Waste Cooperative Research Centre and was the packaging representative on the Department of Agriculture, Water and the Environment's National Food Waste Strategy Steering Committee. She invests her time educating the industry on the important role that packaging plays in minimising Food Waste and how designing Save Food Packaging can make a difference. She is also committed to helping educate and train packaging professionals in the importance of sustainable and circular packaging design and recognising best practice in this area. Nerida believes that everyone has a role to play in minimising their environmental impact on our planet.
ARE YOU INTERESTED IN PACKAGING EDUCATION & TRAINING?
IS PROFESSIONAL & PERSONAL DEVELOPMENT IMPORTANT FOR YOU AND YOUR STAFF?

DIPLOMA IN PACKAGING TECHNOLOGY (On-Line)

FIGHTING FOOD WASTE INITIATIVES

24x PACKAGING TRAINING COURSES (On-Line & Residential)

IN-HOUSE CUSTOMISED CORPORATE TRAINING

FUNDAMENTALS OF PACKAGING TECHNOLOGY (On-Line & Residential)

MASTER OF FOOD & PACKAGING INNOVATION

CERTIFICATE IN PACKAGING (On-Line)

AUSTRALASIAN PACKAGING INNOVATION & DESIGN AWARDS (PIDA)

ACCESS TO GLOBAL PACKAGING COMMUNITY

CERTIFIED PACKAGING PROFESSIONAL DESIGNATION (CPP)

PROUD MEMBERS OF:

AIP: PEAK PROFESSIONAL BODY FOR PACKAGING EDUCATION & TRAINING IN AUSTRALASIA
Does packaging have a role to play in minimising food waste?

What value can Active & Intelligent Packaging offer?
What a waste

- 30% of all food produced globally goes to waste
- 1.3 billion tonnes of food a year
- 793 million people are starving
- More than 100 million suffer from severe malnutrition, and risk starvation
- 98% inhabit developing countries
Socially, we need to close a food gap of 56% by 2050

Note: Includes all crops intended for direct human consumption, animal feed, industrial uses, seeds, and biofuels. Sources: WRI analysis based on FAO (2019a); UNDESA (2017); and Alexandratos and Bruinsma (2012).
Environmentally, food waste impacts sustainability

- Land area: the size of China is used to grow food that is lost or wasted.
- Freshwater: 1/4 of freshwater used by agriculture goes to food that is lost or wasted.
- Fertilizer: 23% of fertilizer goes to food that is lost or wasted.

8% of greenhouse gases comes from food that is lost or wasted.
Economically, global food waste is a $1.6 trillion problem
Food Loss & Waste cause differ by region
A roadmap to reducing Australia’s food waste by half by 2030

Situational snapshot

7.3m tonnes per year

Food waste by value chain sector

- PRIMARY PRODUCTION
- MANUFACTURING
- WHOLESALE
- RETAIL
- HOSPITALITY
- INSTITUTIONS
- HOUSEHOLDS

FOOD WASTE TO LANDFILL, SEWER AND OTHER
RECOVERY AND RECYCLING
NOT HARVESTED/PLAowed IN
The role of packaging

- Packaging is designed to ensure that a product is contained, preserved and protected all the way across the Supply Chain until it is purchased by the consumer.

- Packaging must also ensure the health & safety of the product and consumers, that product waste is kept to a minimum, the efficiency of the packaging can withstand the rigours of transport and the pack is designed with the lowest environmental impact.
Fixing one problem without creating another problem

Getting the balance right

*NIP Save Food Packaging 2020*
Sustainable Packaging Design Principles

1. Design for recovery
2. Optimise material efficiency
3. Design to reduce product waste
4. Eliminate hazardous materials
5. Use recycled materials
6. Use of renewable materials
7. Design to minimise litter
8. Design for transport efficiency
9. Design for accessibility
10. Provide consumer information on sustainability
 Principle 3: Design to reduce product waste

Save Food Packaging is designed to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve, extend shelf life, easily open and reseal, provide consumer convenience and portion control; all the while meeting global sustainable packaging targets.
Balancing Act for Optimum Pack Design

- Underpacking: Waste of Food
- Overpacking: Waste of Packaging Material

Optimum Pack Design

Minimum Material

Increasing Packaging Material Weight or Volume

Minimum Environmental Impact

Negative Environmental Impact
Save Food Packaging Design Winners
### Save Food Packaging Guidelines

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Design to contain &amp; protect the product from spoilage &amp; damage through manufacture, warehouse &amp; the various stages of distribution</td>
</tr>
<tr>
<td>2</td>
<td>Design to preserve, enhance product appeal &amp; extend shelf life</td>
</tr>
<tr>
<td>3</td>
<td>Design to provide convenience to not waste food in handling in the household</td>
</tr>
<tr>
<td>4</td>
<td>Design to promote &amp; communicate to consumers how to handle, store, prepare &amp; reuse food products</td>
</tr>
<tr>
<td>5</td>
<td>Balancing food waste &amp; sustainable targets to design optimum packaging</td>
</tr>
</tbody>
</table>
Save Food Packaging Guidelines

1. Design to contain & protect the product from spoilage & damage through manufacture, warehouse & the various stages of distribution

- **Primary**
  - Palletisation
  - Stabilisation

- **Secondary**
  - Transport packaging
  - Load utilisation

- **Tertiary**
  - Tamper Evidence
  - Leak Proof & Containment
  - Human contamination

  - Shocks & Vibration
  - Temperature & Moisture
  - Chemical Contamination
Save Food Packaging Guidelines

2

DESIGN TO PRESERVE, ENHANCE PRODUCT APPEAL & EXTEND SHELF LIFE

Manage product environment in pack
- Appropriate barrier performance
- Oxygen & moisture barrier needs
  - Respiration rates
  - Retain Nutrition

Active & Intelligent Packaging
- Traceability & Consumer Engagement Software
  - Sensory Labels & Indicators
  - RFID & NFC Tags (QR/2D)
- Time Temperature Indicators (TTI’s)
- IoT Devices (Internet of Things)
  - Scavengers & Absorbers

- Skin & Vacuum packaging
- MAP & EMAP Packaging
- UV barrier

AIP Save Food Packaging Guidelines
Save Food Packaging Guidelines

3 DESIGN TO PROVIDE CONVENIENCE TO NOT WASTE FOOD IN HANDLING IN THE HOUSEHOLD

Accessible & Inclusive Packaging
- Easy Open
- Reclose & Reseal
- Easy Tear & Grip

• Change of household portions
• Reduce pack sizes

- Controlled Dispensing
- Ability to remove entire product from pack

Functional Packaging for Consumer Convenience
- Microwaveable
- Added-value cooking
- Part Preparation
Save Food Packaging Guidelines

4 DESIGN TO PROMOTE & COMMUNICATE TO CONSUMERS HOW TO HANDLE, STORE, PREPARE & REUSE FOOD PRODUCTS

On-Pack Date Labelling
- Best Before Dates
- Use By Dates
- Good After Dates (UK)

On-Pack & Off-Pack Consumer Communication
- Storage Environment: Refrigerator/Freezer/Pantry
- Left-over ideas & Recipes
- QR Codes & NFC Tags
- Food Preparation

BEST BEFORE DATE
15 03 22
Save Food Packaging Guidelines

BALANCING FOOD WASTE & SUSTAINABLE TARGETS TO DESIGN OPTIMUM PACKAGING

Getting the balance right

2025 TARGETS

NATIONAL FOOD WASTE STRATEGY
HALVING AUSTRALIA'S FOOD WASTE BY 2030
2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR
AGRICULTURE CATEGORY

- Meat contributes 20% of the carbon footprint in landfill
- No more leaking packs
- No more food & water waste due to leaks
- Withstand rigours of storage & transport
- Packaging ratio is improved
- ARL compliant and recyclable through REDcycle

- Vacuum, shrink barrier bags increase shelf life to 90 days
- Ideal for export market
- Tear puncture, tear and abrasion resistant design
- High oxygen barrier properties
- Built-in bone guard protection in areas that need it the most
- Bone Guard can be purposefully positioned in bag

Company: Junee Lamb
Product: Junee Lamb and Sealed Air for CRYOVAC brand Total Bone Guard) for Agriculture
Country: Australia
2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR
FOOD SERVICE CATEGORY

- Maintains crunch during delivery
- Instructions on how to extend shelf life at home
- Design increases shelf life
- Reduce the risk of spoilage and soggy chips
- Tamper evidence and stackable

- Raised & ventilated floor
- Just the right amount of ventilation on the sides and top
- Allows steam condensate to escape retaining heat
- Utilises stack effect where air is drawn into the carton at the base and then vents at the top

Company: Edgell Supa Crunch (Simpot Australia)
Product: For Food Service
Country: Australia
2021 SAVE FOOD PACKAGING DESIGN OF THE YEAR
RETAIL CATEGORY

✓ Collectable recipe card to inspire consumers and help reduce meal fatigue
✓ Packed in thin film to protect the produce
✓ Recyclable film through Return to Store program
✓ FSC Certified Board + non-toxic inks

✓ Borne from COVID-19 lockdowns
✓ Created new product from restaurant waste
✓ Suited for in-home cooking
✓ Vented film for product respiration
✓ Increased shelf life & freshness
✓ Reduces Product Waste

Company: Southern Fresh Foods
Product: For N.A.V.I Co Global
Country: Australia
2019 SAVE FOOD PACKAGING DESIGN SPECIAL AWARD

✓ Easy to Open
✓ Portion Control
✓ Freezer Ready
✓ Extension of Shelf Life
✓ Increase of Shelf Life by 25%
✓ Tear Tab & Peelable Top Film
✓ Design to Protect
✓ Design to Preserve
✓ No product dehydration
✓ Moved from MAP to vacuum skin
✓ Serving size optimised for 2x
✓ Design for Consumer Convenience

Company Name: Hazeldene’s Chicken Farm & Sealed Air
Product: Cryovac Darfresh on Tray vacuum skin technology
Country: Australia
2017 SAVE FOOD PACKAGING DESIGN AWARD

NEW ZEALAND

✓ Farm to Plate
✓ Design to Preserve
✓ Repurpose Product
✓ Design to Promote
✓ Extension of shelf life
✓ Avocados saved from landfill

✓ ⬆️ 90 Day Shelf Life
✓ Design to Protect
✓ On-Pack Communication
✓ Reduces Product Spoilage
✓ Extends Freshness and Flavour

Company Name: Fresh Technologies Ltd & Sealed Air
Product: Cryovac® Freshness Plus®
Country: New Zealand
2016 SAVE FOOD PACKAGING AWARD - RETAIL

- Design to Protect
- Design to Preserve
- Extended Shelf Life
- Design for Consumer Convenience
- Enhanced Food Safety
- Low carbon footprint
- Freezer ready
- Replaced MAP with Skin Packaging

Company Name: Don KRC
Product: Cryovac® Darfresh® Vacuum Skin Packaging
Country: Australia
Embedding Save Food Packaging Design

To embed Save Food Packaging Design into businesses we first need to understand whether manufacturers consider Food Waste and Loss, how packaging technologists are designing food packaging, if marketing are ensuring that on-pack communication provides the best messaging to consumers and what the barriers are to implement SFP strategies.
Save Food Packaging Guidelines – Understanding Perceptions and Practices

As a core participant of the Fight Food Waste Cooperative Research Centre, the Australian Institute of Packaging (AIP) Save Food Packaging Design project has released two stakeholder industry insight reports that will help to set a baseline for current design practice and enable a path forward for areas of improvement.

The two reports are called
1. Industry Insights Report: Stakeholder Online Survey of Product-Packaging Design Processes

These reports represent the current landscape of the food and packaging industry regarding perceptions and practices of food waste and Save Food Packaging.
Research Key Insights

1. Key executive and management levels are not claiming responsibility for food waste reduction with marketing standing out as the least invested.

We need to demonstrate the value to brands, retailers and consumers.
2. Food waste mitigation considerations are mostly made in the early stages of the new product development (NPD) process and significantly less in the later stages.
Research Key Insights

3. Approximately 30% of stakeholders are unwilling to redesign a product’s packaging to save on food waste.

Industry will only act on this if it does not increase cost (this was also supported by the business case).

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation Manager (9)</td>
<td>100%</td>
</tr>
<tr>
<td>Corporate Affairs (5)</td>
<td>100%</td>
</tr>
<tr>
<td>Packaging Manager (13)</td>
<td>77%</td>
</tr>
<tr>
<td>CEO/MD Executive Level (19)</td>
<td>74%</td>
</tr>
<tr>
<td>Sustainability Manager (8)</td>
<td>63%</td>
</tr>
<tr>
<td>Research &amp; Development (12)</td>
<td>58%</td>
</tr>
<tr>
<td>Packaging Technologist / Designer</td>
<td>55%</td>
</tr>
<tr>
<td>Marketing (12)</td>
<td>50%</td>
</tr>
<tr>
<td>Operations Manager (6)</td>
<td>17%</td>
</tr>
</tbody>
</table>
4. The greatest perceived barriers to Save Food Packaging adoption is that it adds cost and time to production, and organisations lack resources.
5. Sustainability is also perceived by industry to be a Save Food Packaging function.

It is the continued discussion around the balance between Sustainable Packaging Design and Save Food Packaging Design, identifying trade-offs and finding the optimum pack design.
Research Key Insights

6. There are a number of key Save Food Packaging Design features that are already adopted in organisations including usage and storage instructions, extension of shelf life and barrier, openability, date labelling and on-pack communication.

Active and Intelligent Packaging is an underutilised area.
Marketing SFP benefits to consumers:
It is encouraged that marketing focuses more on SFP features to assist in consumer education of food waste issues.

On-pack communication was demonstrated as one form of communication, however as the demand for smaller pack sizes increases, there is an opportunity to explore alternative techniques.

Active & Intelligent (e.g., EMAP, Time Temperature Indicators, sensors, scavengers, QR codes) and retail marketing (e.g., shop talkers, which utilise the retail space rather than on-pack information) should be considered when designing product information communications.
Longer Lasting Avocados

Mission Produce, an advanced avocado network, partnered with Hazel Technologies to launch AvoLast by Hazel®, a new shelf-life extension program that enables avocados three extra days of optimal ripeness on average.

The AvoLast program uses a quarter-sized biodegradable and food-safe packaging insert that temporarily blocks an avocado’s ethylene receptors and slows the ripening process. By increasing the shelf-life of both hard and ripe Hass avocados, it aims to reduce retail throwaways, in turn increasing profit while creating more positive consumer experiences that drives category growth.
**Materials and sensors are combined for interactive food expiry label**

Innoscentia have developed expiration date labels that offer real-time monitoring of food quality to help reduce waste and alert consumers to spoiled food. The technology works by measuring the Volatile Organic Compounds (VOCs) which are emitted as gases inside the packaged meat.

As the gases begin to signal that the meat is degrading, sensors in the labelling can connect to a consumer’s smartphone or digital system to advise them that their food is about to spoil. The technology can estimate when an expiry date is likely to occur.
Mowi’s end-to-end traceability platform for Salmon

Mowi, the world’s largest producer of Atlantic salmon, worked with EVRYTHNG to help launch its brand with 100% transparency, powering food traceability and provenance for its product lines. Using a Smartphone consumers can scan the package to understand the full lifecycle of the salmon.

On each item’s packaging, there is a consumer-scannable QR code that uses the global standard, GS1 Digital Link which connects to the item’s digital identity in the EVRYTHNG platform revealing batch-level information on the Salmon.
Grape N’ Go EMAP punnet

The Grape N’ Go punnet was designed to minimise food waste and to enable consumer convenience. The EMAP controlled atmosphere technology in the punnet allows product respiration and extension of shelf life.

The structure of the lidding film has two laminated layers with perforated laser holes on the surface of the lid to allow for optimal O2 permeability.

These non-visible to the eye holes allow product respiration and support an extended shelf life.

Grape N Go's reclosable lidding employs a special, uncured adhesive layer that is exposed when the consumer first opens the multilayered reclosable lid. Once exposed, the layer maintains its adhesive properties for up to 20 uses, even under challenging cold conditions of refrigerated storage.
Anti-Counterfeiting and Serialisation for Premium watermelons

Kezzler’s track and trace technology includes high-value locally produced watermelons and rice being produced at the government sponsored National Model Agricultural Industrial Park located in Hanting, Shandong. Kezzler’s technology includes the attachment of a unique ID to every product, for every watermelon to protect the premium product from counterfeiting.

The system uses a patented algorithm, called a DME (digital massive encryption) to produce many IDs in a short time, to be used for serialisation via QR codes, RFID, etc. Consumers can use WeChat to scan the packaging, from their smartphone via a User Interface. This will also give them access to information about how the product was grown, when it was harvested.
FreshTags are an example of fully automated, time-temperature indicators ideally suited for managing perishable products.

They show the accumulated time-temperature history of a product. They are applied at point of manufacture by a standard label applicator and will travel with the product through the supply chain.

If the set time-temperature parameters are breached, the label will change colour.

TTI’s can extend shelf life, reduce losses to temperature abuse and deliver fresher product to customers.
After Opening Freshness Timer is intended for foods packaged within a modified atmosphere, such as cooked meats and cheeses. Food packaging manufacturers can print its smart ink into the lidding film of the packaging and once opened, the ink changes colour over time to indicate how long the pack has been opened for when correctly refrigerated.

In doing so, it indirectly provides advice regarding the freshness of the product, with the intention that this ‘consume within’ advice will stop the consumer throwing out the food unnecessarily while it may still be safe to eat.
29 September 2021

STOP FOOD LOSS AND WASTE. FOR THE PEOPLE. FOR THE PLANET.

www.fao.org/international-day-awareness-food-loss-waste/
#F1WDay
Nerida Kelton MAIP
Executive Director – AIP

Vice President Sustainability & Save Food World Packaging Organisation (WPO)

nerida@aipack.com.au
A Senior Project Manager for the Customer Transformation Team at Woolworths Group, Roberto is leading the enablement and implementation of 2D Barcodes at Point of Sale for each of Woolworths’ 1000 plus stores across Australia and New Zealand.

Roberto has been with Woolworths for over 14 years, and has previously worked across industries including engineering, supply chain, manufacturing and agriculture in Australia and Colombia.
Founded in 1924, Woolworths Group is the largest retailer in ANZ region

- More than 1,000 stores across Australia and New Zealand
- Stores span food, groceries, and general merchandise
- Serve around 20 million customers per week
- Australia’s largest domestic online retailer
We are Primary Connect

The largest Australian-owned retail supply chain across AU & NZ and an essential part of Woolworths Group.

Together we serve around 20 million customers across our brands every week.

As of May 2021
Source: Primary Connect
We identified a number of drivers that require more granular data, higher data capacity and compact symbology size.

**Voice of:**

<table>
<thead>
<tr>
<th>Customer</th>
<th>Supplier</th>
<th>Woolworths</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Waste reduction</td>
<td>● More targeted Product Recalls / Withdrawals</td>
<td>● Quality Management &amp; Food Safety</td>
</tr>
<tr>
<td>● Provenance (Traceability)</td>
<td>● Waste reduction</td>
<td>● Waste reduction</td>
</tr>
<tr>
<td>● Food Safety - Prevent sale of expired/unsafe items</td>
<td>● Food Safety</td>
<td>● Improved Inventory management</td>
</tr>
<tr>
<td>● Product attributes - Gluten Free, allergens, Organic, Sustainability</td>
<td>● Promote value proposition - Provenance, Quality, Sustainability, Organic.</td>
<td>● Simpler Store processes</td>
</tr>
</tbody>
</table>

**The Opportunity:**

- **Food Traceability** - Farm to Plate
- **Out of Code Management** - Preventing sale at POS of expired item & Streamline Out of Code management
- **Recall/Withdrawal Management** - Preventing sale of a product with a specific Batch/Lot ID on recall/withdrawal, Targeted withdrawal management & Targeted recall management
- **Customer Engagement** - Connecting product to Customer

**“Product Identification & Information in One Barcode”**
We’re now able to consume new 2D GS1 DataMatrix barcodes in our Stores

Food Safety for fresh foods is entering a new era, with one small barcode revealing a wealth of information that couldn’t be projected onto a traditional linear barcode!

2D / GS1 DataMatrix journey

- (Jun-20) Pilot new Linerless labels in Deli configured to print DataMatrix on variable weight articles such as Cut & Wrap cheese.
- (Jul-20 - Aug-20) Deployed new reduced for a Quick Sale labels (new markdown stickers with 2D / DataMatrix)
- (Aug-20 - Oct-20) 63 poultry articles
- (Aug-20 - May-21) 150 meat articles
- (May-21 - Aug-21) Expiry Date PoC
- (Sep-21) Expiry Date Management deployment
- Q3F22 - In-Store Production opportunities
- Q3F22 - Expiry Date Management on all Fresh Categories

Out of Code Management:

- **Preventing sale of expired items:**
  - At POS
  - Reporting Dashboard on Expired Items and Store
  - Inventory system alerting Out of Code items.
  - Online Picking guaranteeing product expected shelf life

- **Streamline Out of Code management**
  Business Case ROI <3 year in Productivity & Waste Reduction.

Opportunities:

- **Automated Markdowns**
  - Based on Time & Date of Production.

- **Recall/Withdrawal Management**
  - Preventing sale of a product with a specific Batch/Lot ID/Expiry Date range on recall or withdrawal.
  - Ability to identify inventory in Stores on recall or withdrawal with a specific Batch/Lot ID/Expiry Date range.

~5M 2D's scanned at POS / week

~1M Quick Sale labels / week
What Application Identifiers (AI) are needed in the GS1 DataMatrix barcode

<table>
<thead>
<tr>
<th>Embedded Data</th>
<th>(AI)</th>
<th>Mandatory/Optional</th>
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<tbody>
<tr>
<td>GTIN</td>
<td>(01)</td>
<td>M</td>
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<tr>
<td>Sell Price</td>
<td>(3922)</td>
<td>M</td>
</tr>
<tr>
<td>Actual Weight (Kg)</td>
<td>(3103)</td>
<td>M</td>
</tr>
<tr>
<td>Use by Date</td>
<td>(17)</td>
<td>M</td>
</tr>
<tr>
<td>Best Before Date</td>
<td>(15)</td>
<td></td>
</tr>
<tr>
<td>Batch / Lot ID #</td>
<td>(10)</td>
<td>O</td>
</tr>
<tr>
<td>Serial Number</td>
<td>(21)</td>
<td>O</td>
</tr>
</tbody>
</table>

**Handy Tip!**

GS1 DataMatrix is not the same as ‘plain’ DataMatrix; with the difference being the control character Function 1 (FNC1) embedded at the start of the data string. The decoder then generates a symbol identifier [d2] to identify it as GS1 DataMatrix.

Human Readable GTIN printed with the GS1 DataMatrix including AI (01)
Key Learnings

- Education about GS1 DataMatrix and GS1 Standards
- For Customers & Team, GS1 DataMatrix is a QR Code!
- Scanning GS1 DataMatrix works best when presented to the scanner rather than sliding across.
- Any item can use a GS1 DataMatrix - the key is location and application
- Printing GS1 DataMatrix:
  - The X-dimension (size of the squares) in the DataMatrix barcode matters
  - GS1 DataMatrix is not the same as plain DataMatrix.
  - Understanding of the GS1 Application Identifiers for on pack coding
  - Is the printing software configured with the GS1 Standards?
  - Is the printer capable of printing GS1 DataMatrix barcodes?
  - Is the QA system able to scan and check barcode quality and data content?
General Business

• Focus Areas – Education, Collaboration, Standards

• Release of Australian Dairy Traceability Implementation Guideline (Peter Carter)

• Traceability Solution Claims Validation Service – Quick Update (Peter Davenport)
Focus Areas - Recap

Three focus areas for the Special Interest Group

**Education**
Progress Traceability through sharing global and local activities, standards, developments and market needs

**Collaboration**
Spotlight Adoption of Traceability requires stakeholder engagement beyond the technical solution

**Standards**
Communicate & Encourage providers to enable solutions to be standards based at platform and market levels
Focus Areas - Update

**Education**
- **Speakers**
  - Marcel Sieira, GS1 Au & Ram Akella, Woolworths – NTAG
  - John Szabo, GS1 – CTE’s & KDE’s
  - David McNeil, Australian Logistics Council – Logistics
  - Melanie Wishart, GS1 Au – Future of on pack coding
  - Sue Schmidt, GS1 Au – Digital Link
  - Ian Jenson, MLA & Des Bowler, Management for Technology - Meat Industry
  - Frank Zeichner, IOTA Alliance – Devices
  - Tanyta Barden & Ian Hayes, AFGC

**Collaboration**
- **NGTAG**
  - Meeting Frequency Alignment
  - NGTAG representative attendance at TSP-SIG
  - TSP-SIG representative attendance at NGTAG
- **FIAL (Food Innovation Australia Limited)**
  - FoodPro (POSTPONED)
  - Sydney Showgrounds
  - 10th -13th October 2021
  - Traceability Space available
- **IOT Alliance**
  - Value alignment in progress

**Standards**
- **Deakin University AGIFT**
  - Adoption Feedback
  - TSP-SIG member feedback
- **GS1 based**
  - Traceability assessment
  - Project Listings
  - RIO case studies
- **POS 2D Challenge**
  - Is their value?
  - What does it look like?
  - Active project
The Australian Dairy Industry Implementation Guideline has been developed to aid in the adoption of consistent business practices to effectively manage and improve traceability for the Australian dairy industry.
## Traceability Solution Claims Validation Service

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*1/9/21*
Next Meeting

16th November 2021 @ 1pm – 2.30pm

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