

Purpose, opportunities and challenges of traceability - why, for whom and how?

Traceability of Agricultural Produce, UNECE Conference,
3 November 2015, Geneva

Diane Taillard, Director Consumer Safety & Traceability



GS1 standards

GS1 standards are the global language of business—a language for **identifying**, **capturing** and **sharing** information automatically and accurately, so that anyone who receives that information can understand it, no matter who or where they are.



The global language of business

GS1 standards



Identify

GS1 Identification Numbers

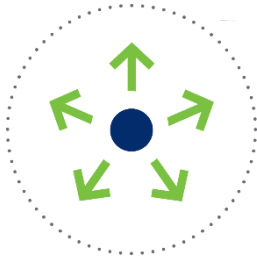
Companies, Products, Locations, Logistics, Assets and Services



Capture

GS1 Data Carriers

Barcodes and EPC-enabled RFID



Share

GS1 Data Exchange

Master Data, Transactional Data and Physical Event Data

A world map on a dark blue background, composed of a grid of small dots. Red dots are scattered across the map, with a high concentration in Europe and Asia, representing the locations of member organizations.

110+ Member Organisations

Serving Business Around the World

Key industries



Retail



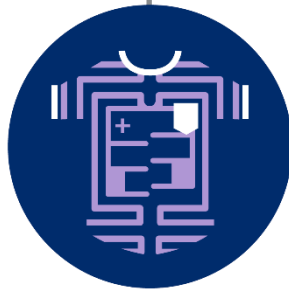
Healthcare



Transport &
Logistics



Foodservice



Apparel



Fresh
Foods



CPG/Grocery

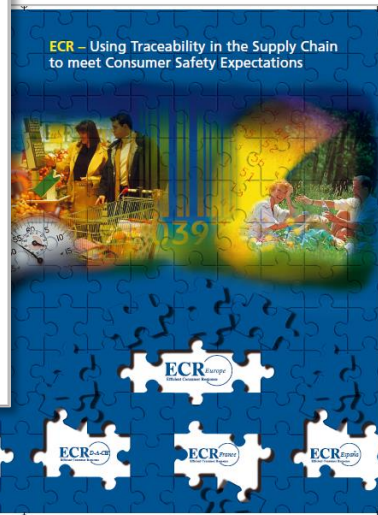
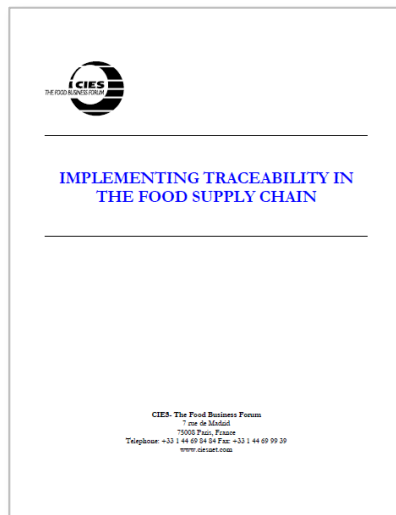


General
Merchandise



2005 : EU Food Law entering into force

Traceability becomes compulsory for all food operators. Industries and governments try to develop a common understanding of traceability.



codex alimentarius commission



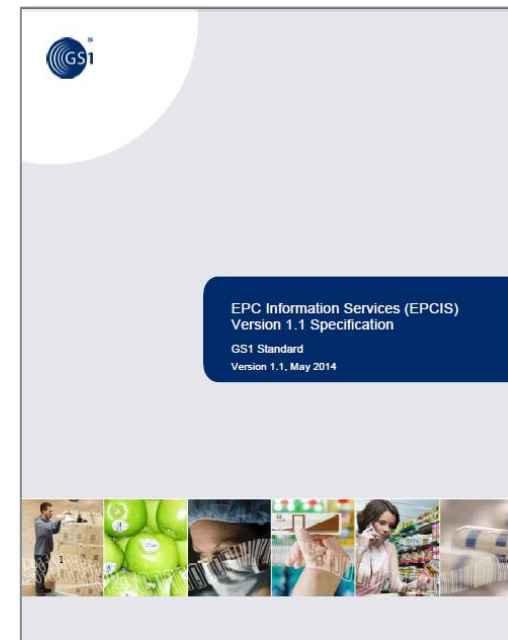
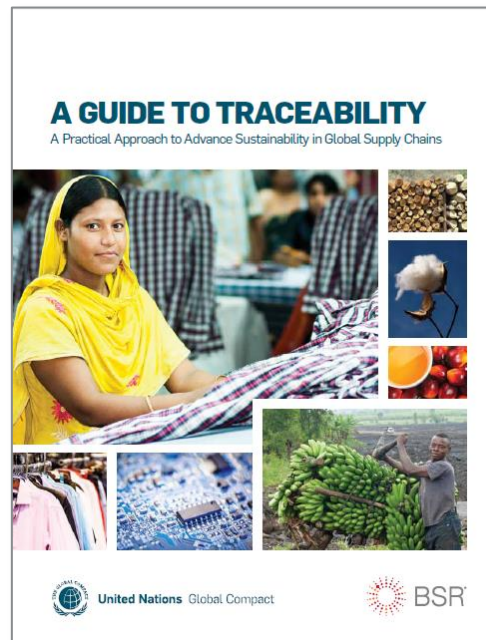
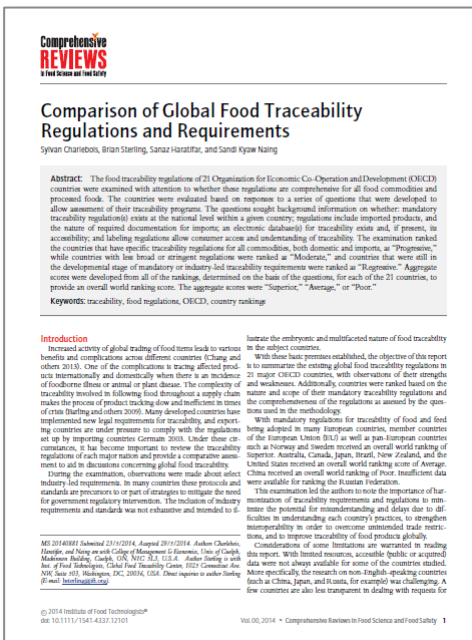
FOOD AND AGRICULTURE
ORGANIZATION
OF THE UNITED NATIONS

WORLD
HEALTH
ORGANIZATION



Today

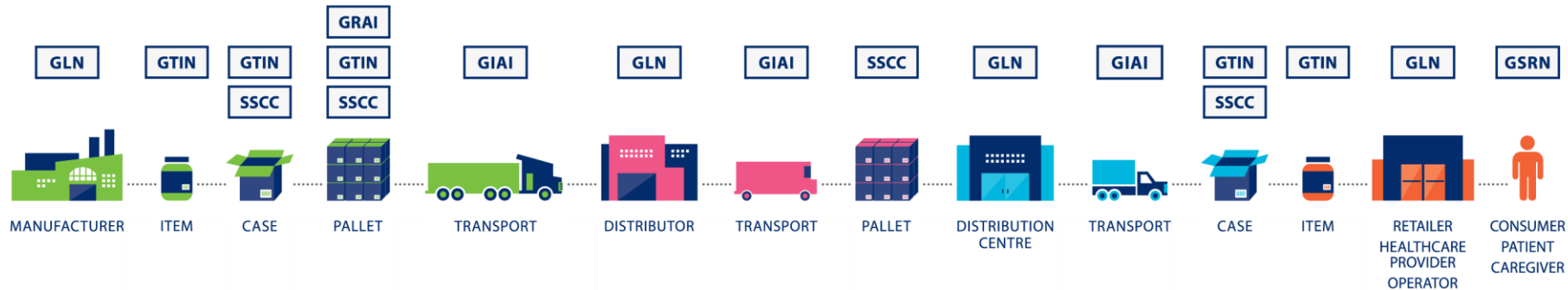
- More regulatory & business requirements
- New technical possibilities



GS1 Standards available for traceability

IDENTIFY: GS1 Standards for Identification

GLN Global Location Number **GTIN** Global Trade Item Number **SSCC** Serial Shipping Container Code **GRAI** Global Returnable Asset Identifier **GIAI** Global Individual Asset Identifier **GSRN** Global Service Relation Number



CAPTURE: GS1 Standards for Barcodes & EPC/RFID

GS1 BARCODES

EAN/UPC



GS1-128



ITF-14



GS1 DataBar



GS1 DataMatrix



GS1 QR Code

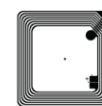


GS1 Composite Barcode



GS1 EPC/RFID

EPC HF Gen 2



EPC UHF Gen 2



SHARE: GS1 Standards for Data Exchange

MASTER DATA Global Data Synchronisation Network (GDSN)

TRANSACTIONAL DATA eCom (EDI)

(Despatch Advice, Recall notification)

Event Data EPC Information Services (EPCIS)

USE : GS1 Standards for business processes

GTS Global Traceability Standard

Traceability for Fresh fruits and Vegetables guidelines

GTC control points and compliance criteria

Traceability for fish guidelines

Product Recall in Multiple Recall Jurisdiction

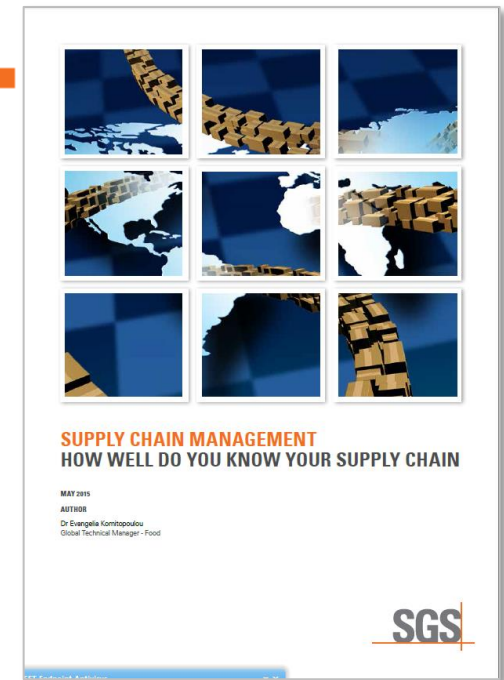
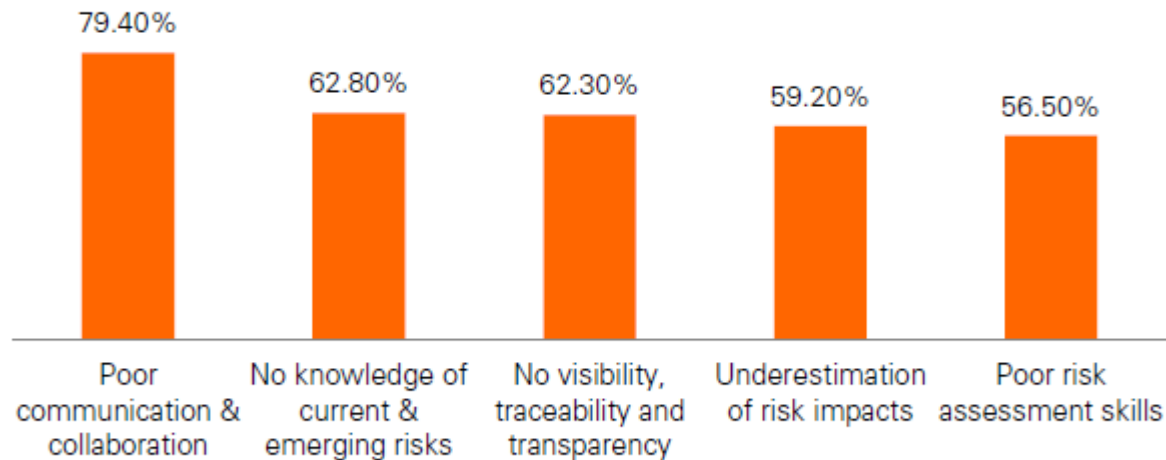
Traceability for Meat & Poultry guidelines

Today

Traceability : one of the top 3 obstacles to efficient supply chains !

“[...] systems and processes in place fail to address supply chain risks or to ensure transparency and visibility across the supply chain.”

KEY OBSTACLES



Source : SGS, Supply Chain Management, *How well do you know your supply chain ?* May 2015

Challenges

Growing expectations from traceability systems



Or opportunity ?

From cost to value

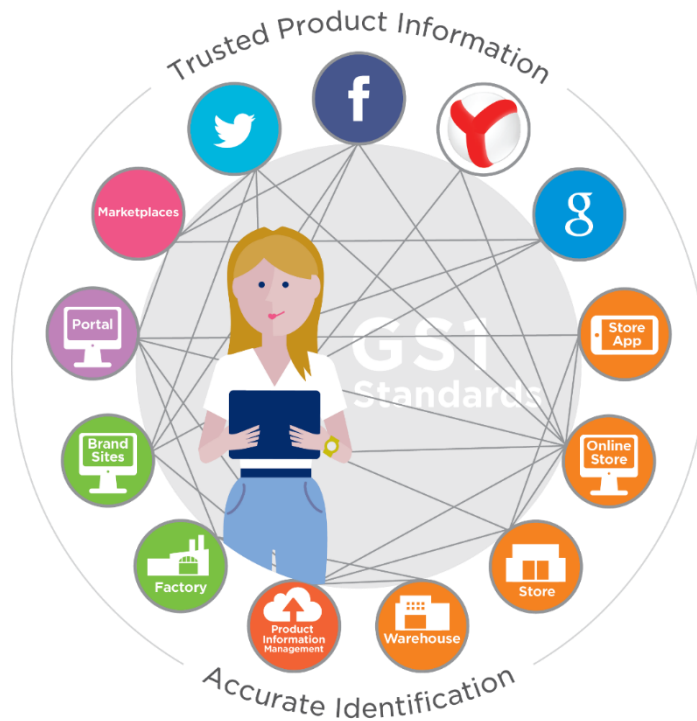
Next Generation Strategy: “Value Traceability”



Challenges

Even more complexity

Adding the omnichannel environment to the complexity of the supply chain



Challenges

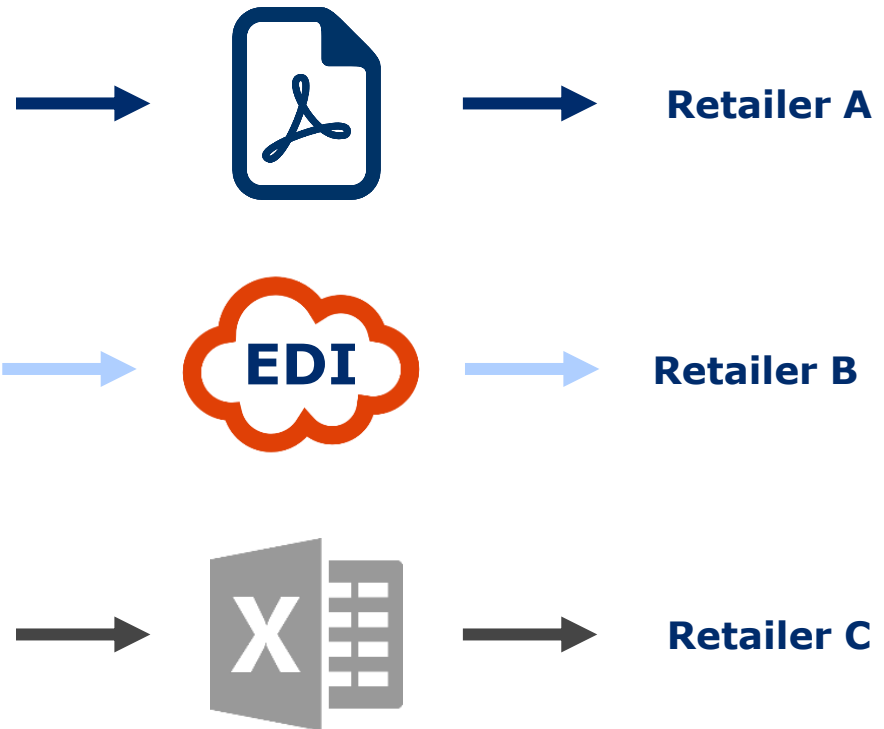
The product attribute explosion + transactional & event data for traceability !

340 attributes from 200 people

Every retailer requires different attributes in different formats.



...Ingredients
Nutrition facts
Food additive claims
Health claims
Sustainability claims
Allergens
Contains soy (y/n)
Country of origin...

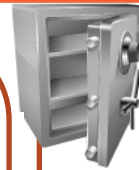
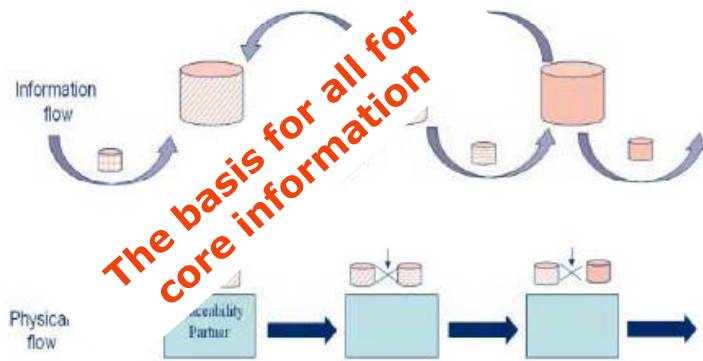


Challenges

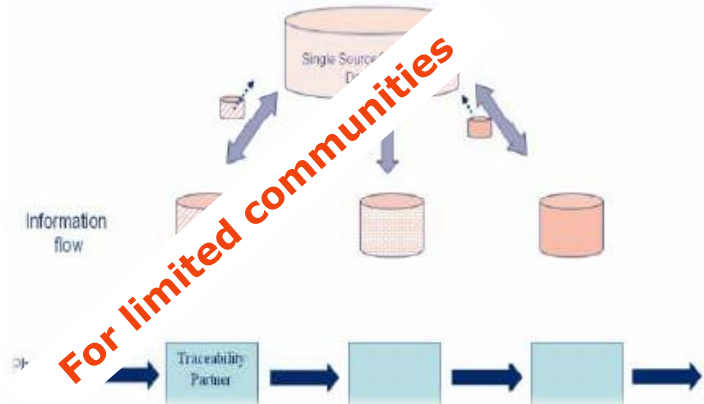
Too many ways to perform traceability ?



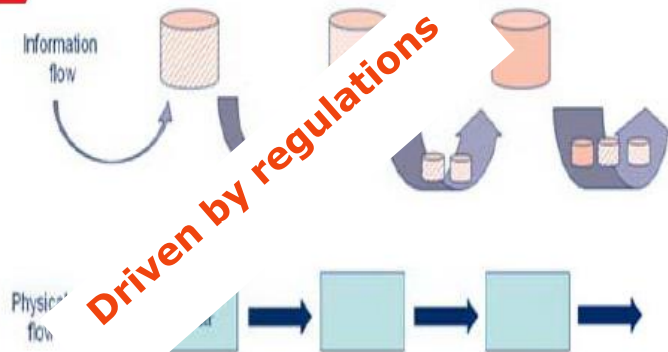
One up – One down



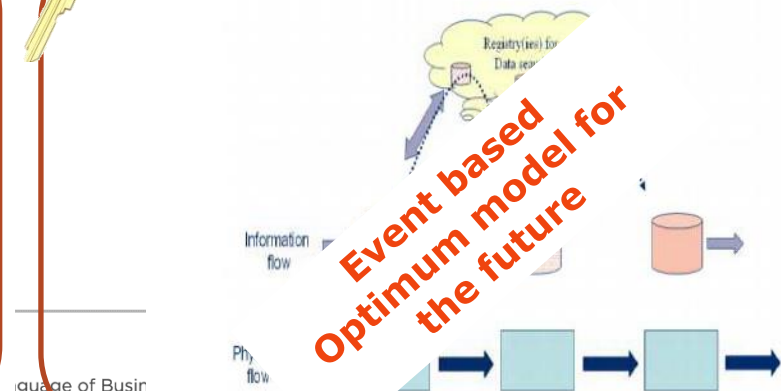
Single source data base



Cumulative tracking



Distributed Information Sources Or traceability network



Challenges

Interoperability

Cenk Gürol

VP, CEO, E-commerce,
Aeon Co., Ltd.

Chairman of Board,
Global Food Safety Initiative



“Traceability of food and ingredients is of paramount importance for every consumer. The connection between the dots in terms of information is always going to be the key to succeeding, and the use of global standards such as GS1 is essential to making that possible.”

Way forward : GTS 2

Join **GS1** new **global traceability group** !



Set the **direction** for achieving traceability across the supply chain



Respond to **market and regulatory demands** for traceability based upon industry best practice



Enable **interoperability** between traceability systems

Way forward : GTS 2

Recognise what is core and specificities, make the best out of technical possibilities... and connect the dots !

WHAT



Safety
Regulations



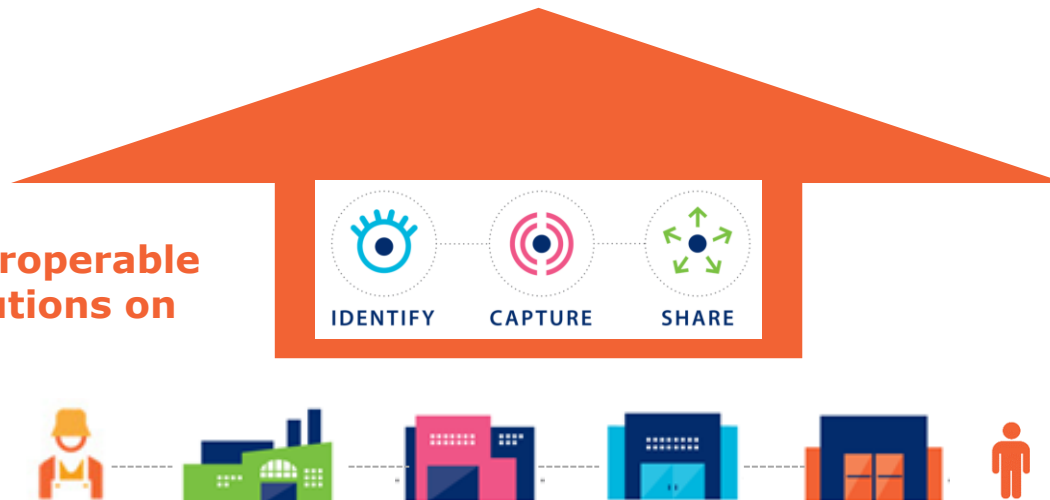
Safety
standards



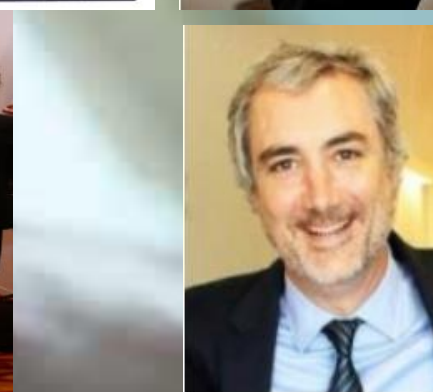
Customer
requirements

HOW

**Network of interoperable
traceability solutions on
the market**



Thanks to GS1 traceability experts around the world !



For more information please contact:

Diane Taillard

Director Consumer Safety & Traceability
GS1 Global Office

D +32 2 788 78 39

M +32 475 600 229

E Diane.taillard@gs1.org

www.gs1.org



Thank you