SUPPLY CHAINGE IN EUROPEAN FOOD CHAINS

BUSINESS FORUM AT HOST MILAN EXHIBITION

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Information is not Power, Sharing Information is the Real Power

- Agenda
- About GS1
- The GS1 System
- Food Safety & the Traceability Challenge
- Food Security and the UN Blue Number Initiative
GS1 Purpose and Beliefs

GS1 believes in the power of standards to transform the way we work and live.

- We create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations and assets
- We enable visibility through the exchange of authentic data
- We empower business to grow and to improve efficiency, safety, security and sustainability

We are...

- Neutral and not-for-profit
- User-driven and governed
- Global and local
- Inclusive and collaborative
GS1 Global

Established 1974

5 Billion scans a day
The GS1 System of Standards

**GS1 Standards for Identification**

**COMPANY & LOCATION**
- Global Location Number (GLN)

**PRODUCT**
- Global Trade Item Number (GTIN)
- Serialised Global Trade Item Number (SGTIN)

**LOGISTICS & SHIPPING**
- Serial Shipping Container Code (SSCC)
- Global Shipment Identification Number (GSIN)
- Global Identification Number for Consignment (GINC)

**ASSETS**
- Global Individual Asset Identifier (GIAI)
- Global Returnable Asset Identifier (GRAI)

**SERVICES & MORE**
- Global Service Relation Number (GSRN)
- Global Document Type Identifier (GDIT)
- Global Coupon Number (GCN)

**GS1 Standards for Barcodes & EPC/RFID**

**GS1 BARCODES**
- EAN/UPC
- GS1-128
- GS1 DataBar
- ITF-14
- GS1 DataMatrix
- GS1 QR Code
- GS1 Composite Barcode

**GS1 EPC/RFID**
- Electronic Product Code (EPC) RFID
- EPC HF Gen 2
- EPC UHF Gen 2

**GS1 Standards for Data Exchange**

**MASTER DATA**
- Global Data Synchronisation Network (GDSN)

**TRANSACTIONAL DATA**
- eCom (EDI): EANCOM, GS1 XML

**EVENT DATA**
- EPC Information Services (EPCIS)
Food Safety and the Traceability Challenge
Global Challenge – The complexity of the food supply chain

The more partners there are in the supply chain, the more complex business processes and information systems become.
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The answer is Supply Chain Visibility based on an Open Global Standard

EPCIS:

• a neutrally driven platform
• a convenient, scalable system
• to fulfil the legal traceability requirements (B2B and B2C) and
• capable of integrating each supply chain party with its individual IT performance level
• It's about event data management – the what, where, when, why
Overview: A Traceability Solution using EPCIS

EPCIS Data

Country of Origin

Data request

Country of Destination

Data request

Authority

Data request

Data request

Country of Origin

Data capture

Country of Destination

Data capture

Country of Origin

Data capture

Country of Destination
The EPCIS data organisation and functionalities

Advantages:

- Data can remain within the company internal IT environment
- Through standardized interfaces and defined authorization rights data is made available to users
EPCIS in action – EU FP7 project

- Farm to Fork
Food Security and the UN Blue Number Initiative
Over 400 “standards”/certifications exist
Why auditing is not the answer

- There is broad agreement that auditing is not the answer, already farmers/producers are complaining of audit fatigue, with some of them facing up to 16 different compliance audits per annum.

- The FAO estimates the total number of farms worldwide to be c.570 million.

- It would be impossible to audit millions of farms, hence the consensus on moving to a voluntary reporting model, backed up by spot audits.
The Blue Number Initiative

A Global Registry for Sustainable Farmers to:

1. Make global food and agriculture systems more sustainable
2. Enable farmers and agribusinesses to think and operate sustainably

Sustainable farming practices will help us achieve FOOD SECURITY
Assign a unique identifier so each farmer can:

1. Register and volunteer information about themselves
2. Create an online sustainability profile on their products and capacity
3. Decide how much information they want to include

The registry maps and harmonises hundreds of disparate standards and certifications.
The Blue Number Initiative: What is it?

This is Public
1. My Name
2. My Gender
3. My Location
4. My Email
5. My Products and Service

GS1 GPC Classification

Share?
• Photos
• Videos
• GAP Certificates
• ISO Certificates
My national certifications
My business partners
My company registrations
My no. of employees
My annual turnover
My land titles
My health and safety permits
My best practice

This is Private

“Yellow Pages” for food security.
Part of the UN Global Registry for use by Governments, Companies, Customers and stakeholders.
Not commercial – all entries equal

The MACRO and MESO views

Choose who to share with.
Choose what to share.
Share what you think is necessary to show what you are doing and declare your good practices.

Check how you are doing compared to your peers and what your regulators or customers may be asking for.
Each BN# beneficiary can connect to global buyers who prioritize sustainable sourcing. Allows them to compare national compliance and international voluntary standards: both for benchmarking their current sustainability performance, as well as charting a path to improve performance.
Multinationals Seeking Sustainability

Buyers are setting responsible sourcing goals such as:

1. Identifying ingredients that are certified as sustainable
2. Looking for supplier diversity
3. Helping suppliers use less energy and water, and decrease waste
Policy Makers Leveraging Big Data

Governments get better visibility into:

1. Crop production by specific region
2. Method of production
3. Surrounding infrastructure
4. Certification measures
5. Commodity comparisons

Governments can then make decisions tailored to sustainability in the food chain.
Consumers Making Informed Buying Decisions

Consumers can find ingredients that are:

1. Certified organic
2. Sustainably farmed
3. Fair trade
4. Nutritious
The Blue Number Initiative as of Today

64’872 registered contacts

59’991 allocated Blue Numbers

10 pilot countries:
Australia
Canada
Colombia
India
Malaysia
Netherlands
New Zealand
United Kingdom
USA
Vietnam
Thank You and Questions

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