

Cliff Notes
Produce Traceability Initiative Steering Committee Meeting

Friday, April 11, 2008

Boston, MA.

Representatives from over 40 companies and 8 trade associations met in Boston, Massachusetts as part of the Produce Traceability Initiative to continue work on an Industry Action Plan for external produce traceability. Find below a summary of key points made at the meeting. Should you wish to provide input on the following key points, please contact your trade association representative as follows:

PMA: Gary Fleming – gffleming@pma.com

CPMA: Jane Proctor – jproctor@cpma.ca

United Fresh: David Gombas – dgombas@unitedfresh.org

Cathy Green (Chair and COO Food Lion) secured endorsement from various retailers of an Industry Action Plan to be created by the Produce Traceability Initiative Steering Committee. Suppliers will also be asked to sign this statement.

Case Serialization subgroup that was created to further investigate the option to use serial numbers at the case level removed this as being a viable option for traceability at this time due to added complexity.

A new subgroup was created to refine a case label standard that would allow for one label to be used on produce cases. Subgroup to report findings at next meeting..

Steering Committee agreed to specific milestones as follows:

1. Brand owners must obtain their GS1-issued Company Prefix
 - a. Growers will need to get their own Company Prefix if they wish to maintain their own brand.
 - b. Growers not needing to maintain their own brand identity can use their shippers Company Prefix.
 - c. Packers that change the composition of the original case or product and re-brand will need to get their own Company Prefix.
 - d. Shippers maintaining their own brand need to get their own Company Prefix.
 - e. Buyers requiring private labeled product must get their own Company Prefix and communicate to their suppliers.
 - f. Same standard applied to all product received in Canada and United States except DSD directly from grower.
2. Brand Owners must assign 14-digit GTINs to all case configurations. It is highly recommended that companies use the GTIN Assignment Strategy as a guide to allow for consistency.
3. Brand Owners must provide and maintain their GTINs (and corresponding data) to their buyers.

4. All parties must have the systems to capture and store GTINs and subsequent information.
5. Those packing the product are responsible for providing human-readable information on each case (GTIN, LOT # and Pack/Harvest Date (OPTIONAL if already embedded in Lot #)).
6. Those packing the product are responsible for encoding the GTIN, the Lot #, and the Pack/Harvest date (OPTIONAL if already embedded in Lot #) in a GS1-128 barcode and human readable using the Case Label Standard for every case.
7. Each handler of the CASE must read and store the following information in conjunction with the one-step-up and one-step-down:
 - a. From the CASE label:
 - i. GTIN (from which you can access Product Description within your database)
 - ii. Lot #
 - iii. Pack/Harvest Date (NOTE: As not all companies embed this date in their Lot #, we have to allow a separate field for those who do not)
 - b. From Purchase Order/Invoice/Bill of Lading/ASN/Receiving Document/Master Database:
 - i. Shipper ID (from which you can access the additional information to follow from your database):
 1. Shipper Name
 2. Shipper Address
 - ii. Receiver ID (from which you can access the additional information to follow from your database):
 1. Receiver Name
 2. Receiver Address
 - iii. Date of Shipment
 - iv. Date of Receipt
 - v. Quantity
 - vi. Unit of Measure
 - vii. Shipment ID (Could be PO #, Invoice #, Bill of Lading #, etc.)

Steering Committee endorsed the use of the GTIN Assignment Strategy when assigning GTINs to case configurations. This will ensure consistency and prevent SKU proliferation.

Steering Committee endorsed an alternate provision to scanning each and every inbound case (in lieu of using an ASN) through the use of a pallet tag.(see attached Pallet Label.ppt).

Now that specific milestones were agreed to, retailer members asked to dig deeper into their systems to help establish dates for each milestone. Results will be presented at the next meeting on June 12th in Chicago.

Now that we have general alignment as an industry as to what is needed to be done, U.S. and Canadian governmental agencies will be invited to key parts of subsequent meetings.

Additionally, the other fresh food sectors will be invited to subsequent meetings to ensure alignment with the work they have done using GS1 standards.

Education to the marketplace on the activities of this Initiative continues with:

- Green giving a presentation to the FMI Food Safety Committee on May 4th
- Fleming giving a presentation to the FMI CIO Committee on May 4th
- Fleming/Proctor/Gombas giving a presentation at the United Fresh show on May 5th
- Fleming giving a presentation at the FMI conference on May 5th

Several members of the Steering Committee are working with GS1 to ensure guidelines for implementation that are used for the U.S. and Canada will also be used across the globe. Staff members Proctor and Fleming will remain engaged at each GS1 meeting.

Next Meeting Dates: The next meeting will be held on June 12th in Chicago, IL.