



# GS1: An Overview

Working Party on Agricultural Quality Standards  
Geneva, 7<sup>th</sup> November, 2006

Vicente Escribano, COO, GS1 Global Office

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[www.gs1.org](http://www.gs1.org)



# The Evolution of GS1

From **several** organisations & various **sporadic** initiatives...

e.centre  
setting e-business standards



*GDSN*

*EPC*

*GEPiR*

*Track & Trace*

*Training*



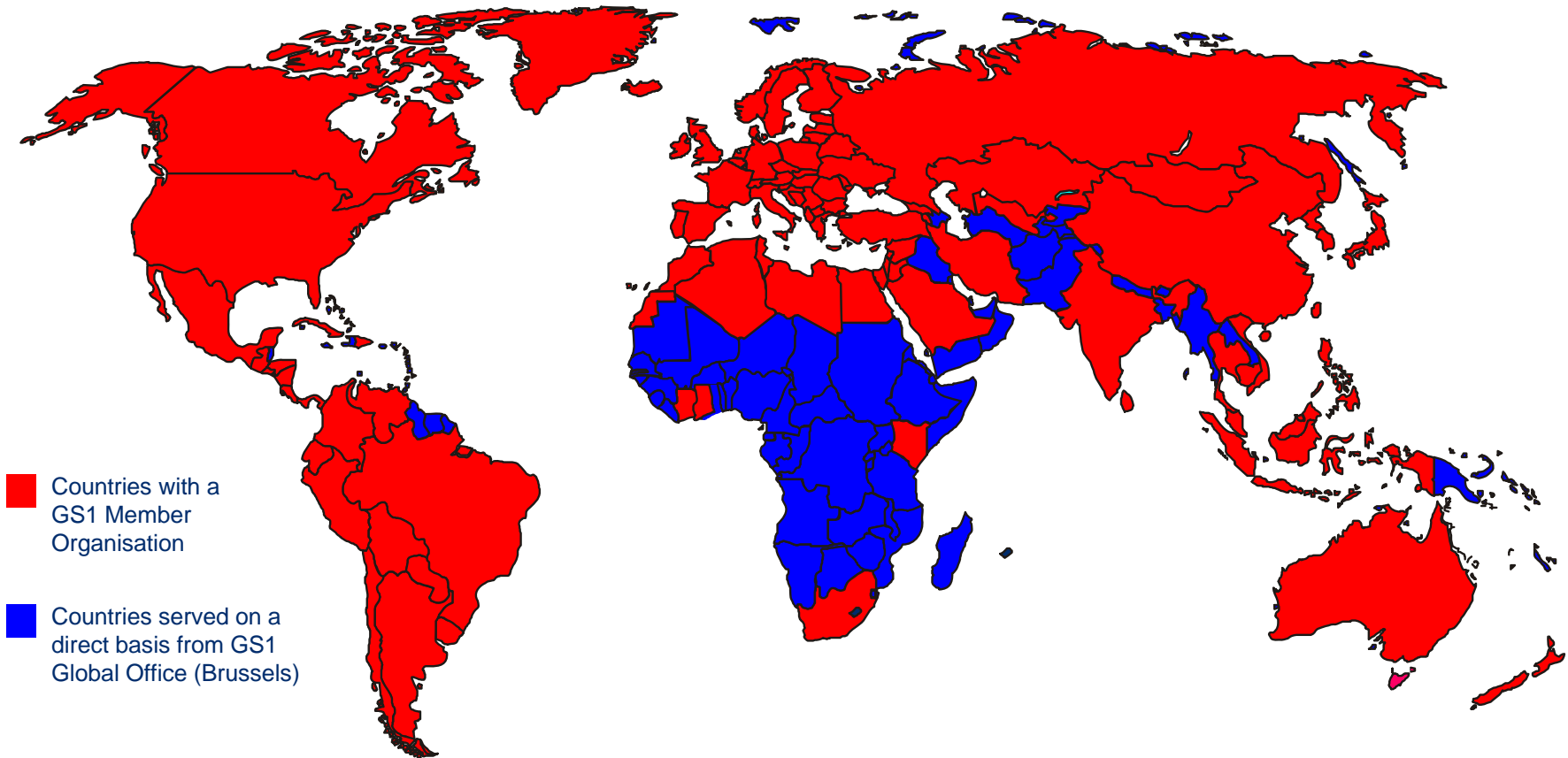
## The Evolution of GS1



....to **one truly global** organisation with **one single name.**



GS1 is the most widely used supply chain standards system in the world.



■ Countries with a GS1 Member Organisation

■ Countries served on a direct basis from GS1 Global Office (Brussels)

**104 Member Organizations.**  
**145 Countries served.**  
**More than 1.3 Million user companies**  
**Local services, global reach.**

**30 years of experience**  
**Over 20 represented sectors**  
**(CPG, HC, T&L, Defense, etc)**  
**Over 5 billion transactions a day**



## GS1: Vision



"GS1's goal is clearly aimed at the **simplification** of global commerce by **connecting** the flow of information with the flow of goods.

Global commerce is multi-faceted and the complexities innumerable; however, GS1 has **focused its mission** at the core of the challenge.

**GS1 will lead the design and implementation of global standards to improve the supply and demand chain."**

*Tim Smucker, GS1 Chairman 2003-2006*

*Miguel Lopera, President and CEO*



# Why are global standards important?

## Reduce complexity

- Within organizations
- Between organizations
- For H/W and S/W production and purchase decisions

## Reduce cost

- Implementation
- H/W, S/W and Integration

## Facilitate trading partner collaboration

Allow organizations to focus more on how to use the information than how to get information



## GS1: Values

- GS1 is neutral
- GS1 is user driven and governed
- GS1 serves all companies: from multinationals to SMEs
- GS1 is a platform for collaborative commerce
- GS1 believes in global standards.
  - the one organisation with multi-industry sponsorship
  - a robust technology track record
  - true global representation
  - a universal acceptance to bring standards to the supply chain
- GS1 is a non-profit organisation
- GS1's employees and associates are our most important asset



# GS1 Member Organisations Mission & Focus

## Role of Member Organisations

MOs should provide full GS1 implementation support to their member companies

- Allocation of GS1 Company Prefixes
- Make available GS1 specifications
- Provide technical support & training on GS1 implementations
- Represent the interests of its members with relevant national bodies and across GS1 International
- Facilitate participation and represent users in the standards process





# GS1: A Broad Portfolio

GS1 has a full portfolio of products and solutions



**Global standards for automatic identification**  
Rapid and accurate item, asset or location identification



**Global standards for electronic business messaging**  
Rapid, efficient & accurate business data exchange



**The environment for global data synchronisation**  
Standardised, reliable data for effective business transactions



**Global standards for RFID-based identification**  
More accurate, immediate and cost effective visibility of information



# How GS1 Standards are used. Some examples

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# A Future GS1 Product: Reduce Space Symbology (RSS)

*Our first generation bar code (EAN/UPC)...*



**Retailers:** "It only carries GTIN"

**Manufacturers:** "It's too large for many packages"

2"112345"834566"

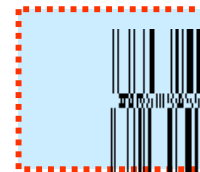
RSS, the next-generation bar code, carries over 100 different bar code data elements like serial or lot numbers, expiration dates, & measurements

Get **GTIN Plus Serial #**  
in the **SAME** space:



01900123456789152111122233

Get **GTIN** in **less** space  
and pick tall or wide:



(01)02112345834566



(01)02112345834566



# RSS Adoption Business Case



## **Benefit Areas**

- Enable **category management** and control of a number of products not able to support a standard bar code due to **size of packaging**.
- **Better control** of inventories, shrinkage, and product recalls.
- Better control over products exceeding their **expiry dates**
- Enable **scanning of fresh food products** (i.e. produce) reducing key punch errors, allowing for self check out options, and supplier identification.

***Sunrise Date 2010***



# Fresh Foods Identification

## Vision: we see a world where fresh food products identification

- Provides shrink reduction and Category management tools used in “center store”
- Allows retailers to have compatible systems across borders
- Allows manufacturers to mark once, ship to all
- Allows backward compatibility with commodity codes (PLU)

### Benefits

- ✓ Improved accuracy at POS and at Check-out
- ✓ Increase speed at check-out
- ✓ Identification of vendor
- ✓ Variable weight handling
- ✓ Better control of expiration dates and perishables
- ✓ Enable the GS1 System– GDSN, eCom, Traceability, etc.- to be applied to Fresh Food Items
- ✓ Etc...

04311516364736

843700160017

ICEBERG SALAT  
LAITUE ICEBERG



PRODUKT: FISBERGSALAT

KLASSE I

KAL: 9



Same Item -> 3 Different Codes

8400002028514

400 g.

CAT. I



LECHUGA ICEBERG

07-12-08

# Fresh Foods Identification



- ✓ *The Brand Owner is normally responsible for the allocation of the Global Trade Item Number™ (GTIN™).*
- ✓ *Items without a brand name and generic items – not private labels – are still assigned Global Trade Item Numbers™ (GTIN™) by their manufacturer*

## Current Situation

- *Different Interpretations of the GTIN Allocation Rules. Some National Guidelines are not in line with GS1 General Specifications.*
- *Some European implementations are not in line with GS1 General Specifications.*
- *F&V Suppliers have to code the same product with different GTINs depending on the country where articles are sold.*

Opportunity to create a common understanding of GTIN Allocation Rules in F&V in Europe:  
FRUITS&VEGETABLES HARMONISATION PROJECT





# Examples of GS1 Traceability Applications

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[www.gs1.org](http://www.gs1.org)

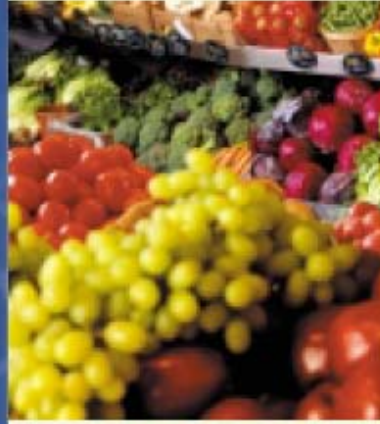




# GS1 Traceability Guidelines



Traceability  
of Beef



Fresh Produce



Traceability  
of Fish



Traceability  
Implementation



# Traceability Case Studies

GS1

Anecoop  
Traceability Implementation Case Study

GS1 ANECOOP

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This cover features a photograph of a woman in a grocery store looking at fresh produce. The background shows shelves of various fruits and vegetables.

GS1

Rasting Westfleisch  
Traceability Implementation Case Study

FLEISCHHOF RASTING WEST FLEISCH

www.gs1.org  
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This cover features a stylized, colorful illustration of various types of sausages and meat products. The background is a mix of blue, pink, and purple.

GS1

ZESPRI International Limited  
Traceability Implementation Case Study

GS1 ZESPRI ZEPRI GROUP LIMITED

www.gs1.org  
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This cover features a close-up photograph of sliced kiwi fruit, showing the green flesh and black seeds.



# Global Industry Adoption of GS1 Traceability



## Chiquita!



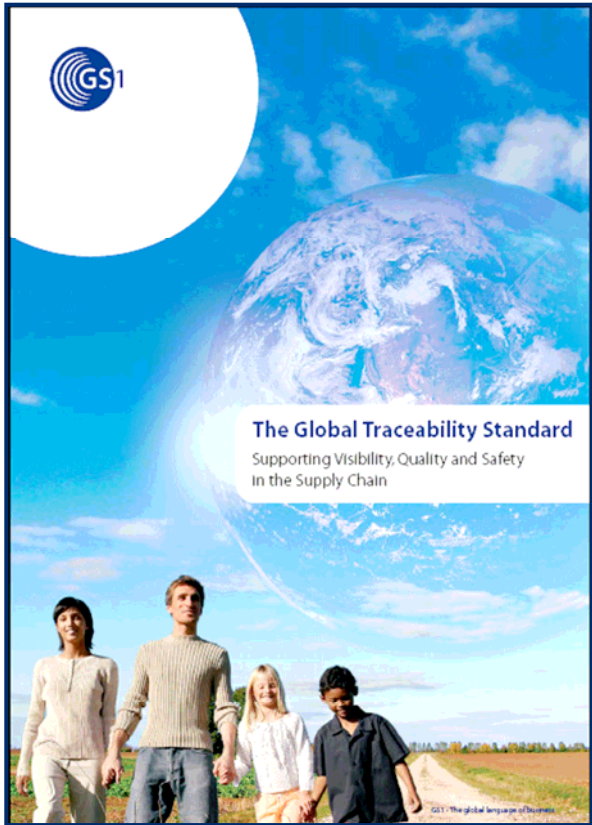
freshfel  
EUROPE  
www.freshfel.org  
THE FORUM FOR THE FRESH PRODUCE INDUSTRY







# For More Information



[www.gs1.org/traceability](http://www.gs1.org/traceability)



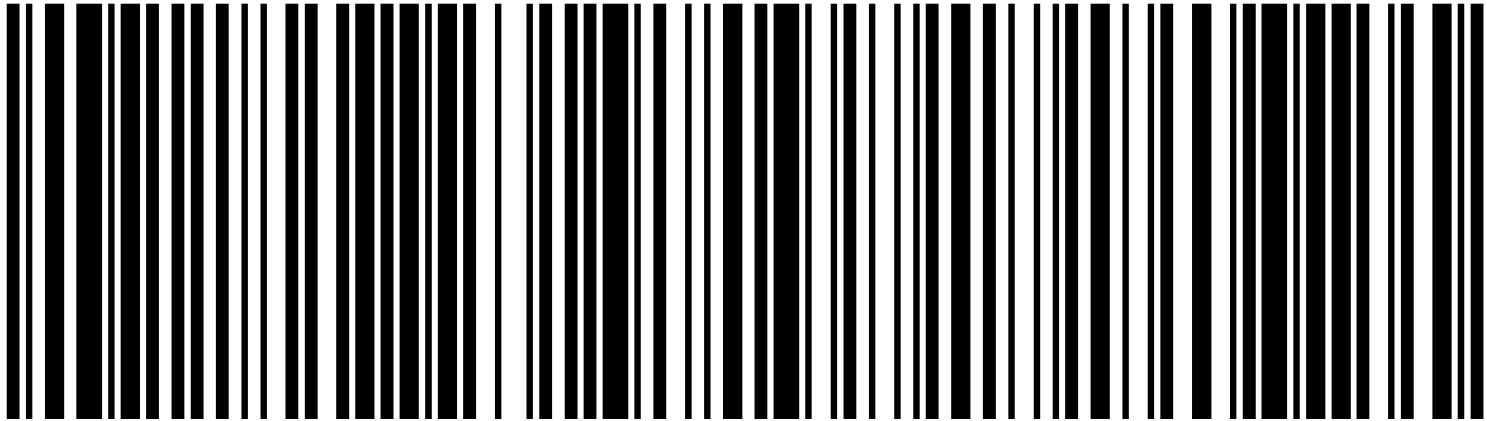
# UNECE Standards

- Not to accept and endorse a new set of meat classification codes to replace the UNECE standards.
- UNECE standards are the only known system that provides a single, globally endorsed descriptive identification system for a broad range of meat and poultry products.



# UNECE and GS1 in the Past

- Incorporate the UNECE Meat Carcasses and Cuts Classification into the GS1 system through Application Identifier **7002**



(01)91234567890121(3102)000376(7002)15111110205142111



# GPC and GDSN

The classification system used in the Global Data Synchronisation Network (GDSN) is the Global Product Classification (GPC).

- All items registered in the GS1 Global Registry must be classified according to GPC.
- GPC in GDSN supports functions;
  - Item Registration (GTIN, GLN, Target Market, GPC)
  - Subscription (GPC / GLN / Target Market / GTIN)
  - Industry sector attributes and data attribute extensions
  - Publication / Subscription Match
  - Product Mapping
- GPC helps trading partners aggregate product information globally
  - Sales data
  - Market data
  - Supply Chain data



# GPC and UNSPSC

- GPC codes for Meat and Poultry products are part of the Food, Beverage and Tobacco segment
  - The most recent version is 'As at 29 September, 2006
- Meat & poultry supply chain companies have reviewed and validated the GPC and UNSPSC schema
- GS1 decided to integrate GPC and UNSPSC





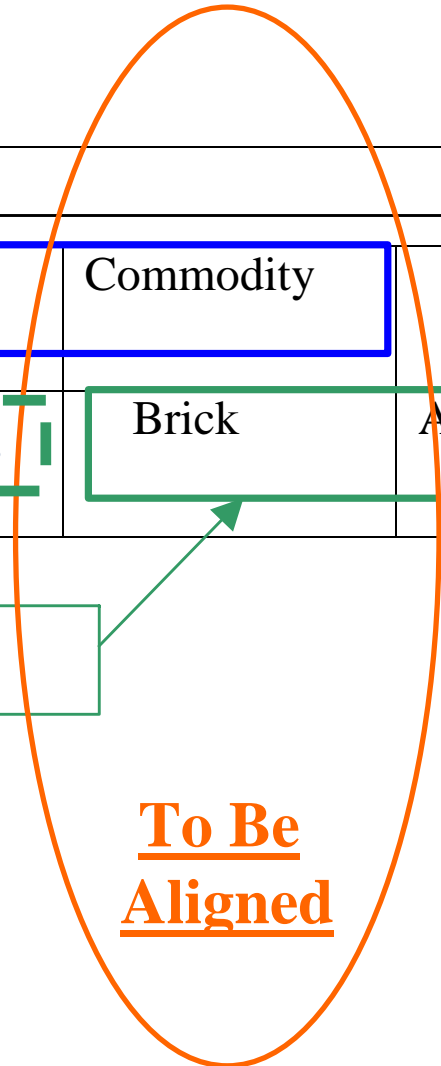
# GPC UNSPSC Integration

Level of classification detail →

Segment	Family	Class	Commodity		
GPC Segment	GPC Family	GPCClass	Brick	Attribute	Value

UNSPSC

GPC



To Be  
Aligned



# UNECE and GS1 Co-operation

- It has been proposed to utilise the UNECE standards to support the trading of meat products in global electronic commerce tools such as the GDSN.
- This is a reality. This committee has become involved in the process to determine the most practical options as to how this has happened.

**Thank You**