



Building Produce Traceability Systems Through GS1 Adoption

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Lowry Computer Products

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The Industry Reacts!

Produce Traceability Initiative (PTI) Action Plan – Built on GS1 Adoption

PTI Milestone

Complete By

#1: Obtain Company Prefix

Q1, 2009

#2: Assign GTIN numbers

Q1, 2009

#3: Provide information to buyers

Q3, 2009

#4: Show human-readable information on case

Q3, 2010

#5: Encode information into a barcode

Q3, 2010

#6: Read and store information on INBOUND cases

2011

#7: Read and store information on OUTBOUND cases

2012

What's in it for me?

✓ FACILITATE TRACEABILITY – “FARM TO FORK”

PROCESS IMPROVEMENT

SYSTEM WIDE EFFICIENCIES

TAKE COST OUT

IMPROVED PRODUCT QUALITY

IMPROVED CUSTOMER SATISFACTION



Thank You