

# PUTTING CAN-TRACE AND THE PTI IN PERSPECTIVE



## PTI SYMPOSTIUM

February 3, 2010

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Canadian Produce  
Marketing Association  
Association canadienne de la  
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# AGENDA

- Traceability Evolution
  - Can-Trace
  - Global Traceability Standard
  - Global Fruit & Vegetable Traceability Implementation Guide
  - Produce Traceability Initiative (PTI)
- Canadian Traceability Landscape
- PTI



# Traceability Evolution

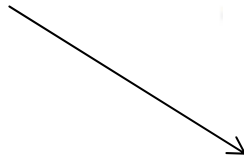


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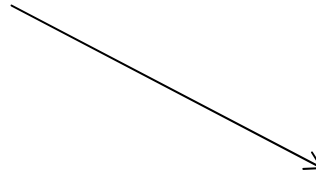
# Traceability – An Evolution



Can-Trace Data  
Standard



Global Traceability  
Standard



PTI – Produce Traceability  
Initiative



Global Fruit & Vegetable  
Traceability  
Implementation Guide



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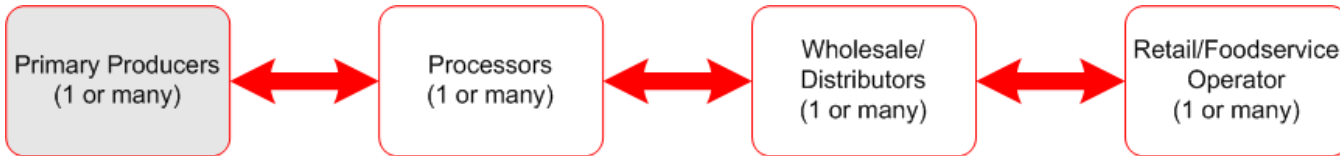
# What is Can-Trace?



- A national, multi-sector, whole-chain coalition
- Representation from Producers to Retailers
- Initiated by industry...at government urging
- Government at the table as funder and partner
- Stakeholder-managed
- Participation from many organizations
- Secretariat – GS1 Canada
- Output – Can-Trace Data Standard

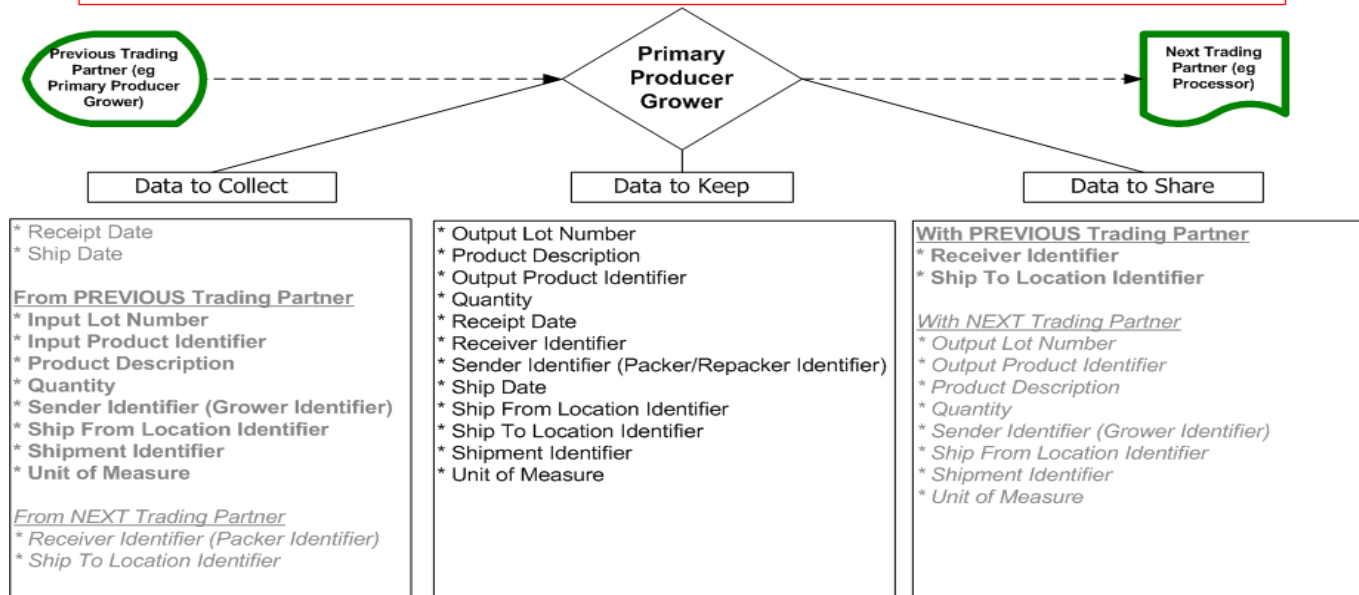


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## Can-Trace Produce Primary Producer<sup>φ</sup> MANDATORY Data Requirements

<sup>φ</sup> Primary Producers who are the **FIRST** participants of the supply chain (**NO** previous Trading Partners) will have **NO** data to collect from or share with the previous trading partner and **NO** Receipt Date.



**Legend**  
**Bold font Text:** Previous Trading Partner  
 Normal font Text: Both Trading Partners & Your Own  
*Italics font Text:* Next Trading Partner  
 Dashed line: Supply Chain Flow



# GS1 – Global Traceability Standard



- Developed by industry and GS1 Member Organizations around the globe. (GS1 Canada & CPMA participate to ensure harmonization with Can-Trace.)
- Defines minimum requirements for companies of all sizes across industry sectors and corresponding GS1 standards used within information management tools.
- Independent of enabling technologies (i.e. not prescriptive re means of implementation – barcodes, RFID, etc.)
- Built on previous work including the Can-Trace Data Standard.



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# GS1 Global Fruit & Vegetable Traceability Implementation Guide



- International membership included all segments of the produce sector and GS1 Member Organizations
- Work began at the request of the IFPS - International Federation of Produce Standards (CPMA represents Canada on IFPS)
- Core writing team consists of CPMA, PMA, GS1 Canada, PTI Steering Committee members and German retail.
- Common global guideline for implementation regardless of target market
- Aligned with Global Traceability Standard and Produce Traceability Initiative (foundational work includes Can-Trace)



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# Global Fruit & Vegetable Traceability Implementation Guide



- Includes:
  - roles in produce supply chain - section for each
  - supply chain scenarios/examples
  - best practices
  - data elements for traceability
  - Principles and business requirements



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# Global Fruit & Vegetable Traceability Implementation Guide



- **Traceability Principles**

- Lot # - The assignment of a lot/batch number is required for traceability of products. The scope of implicated product is directly determined by the precision of the lot number (e.g. day's production, field of production, orchard, and production line.)
- GTIN - All traceable items must have a number which uniquely identifies the item and its brand owner and is shared between supply chain partners.
- A traceable item can be a product (e.g. case/carton, consumer item), a logistics unit or a shipment. There must be agreement between trading partners on what the traceable item is.



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# Global Fruit & Vegetable Traceability Implementation Guide



- **Traceability Principles**

- All supply chain parties must systematically link the physical flow of products with the flow of information about them.
- All supply chain parties require both internal and external traceability to ensure whole chain traceability.
- When a product is reconfigured and/or re-packed, the new product must be assigned a new product identifier. (i.e. a GS1 GTIN). A linkage must be maintained between the new product and its original inputs.



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# Global Fruit & Vegetable Traceability Implementation Guide



- **Traceability Principles**

- Each Traceability Partner must be able to identify the direct source and direct recipient of traceable items. This is the "one step up, one step down" principle.
- This requires that supply chain partners collect, record/store and share minimum pieces of information for traceability.

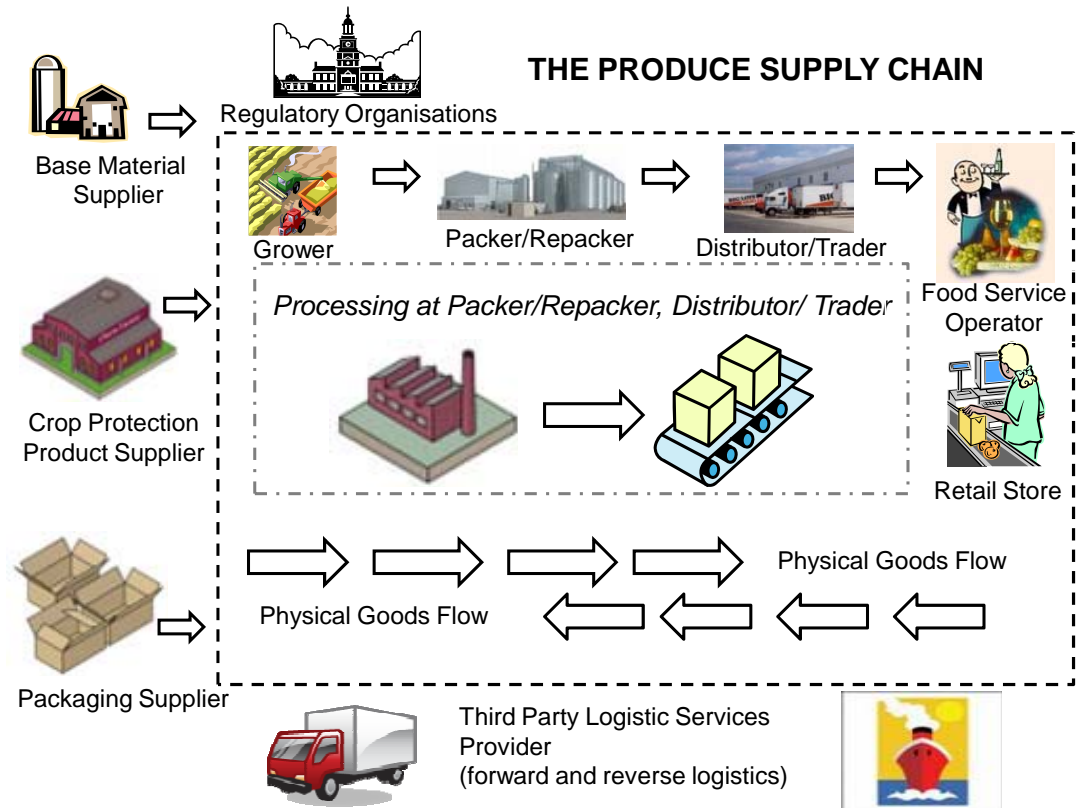


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# Global Fruit & Vegetable Traceability Implementation Guide - Scope

**In Scope -  
within  
broken  
lines**

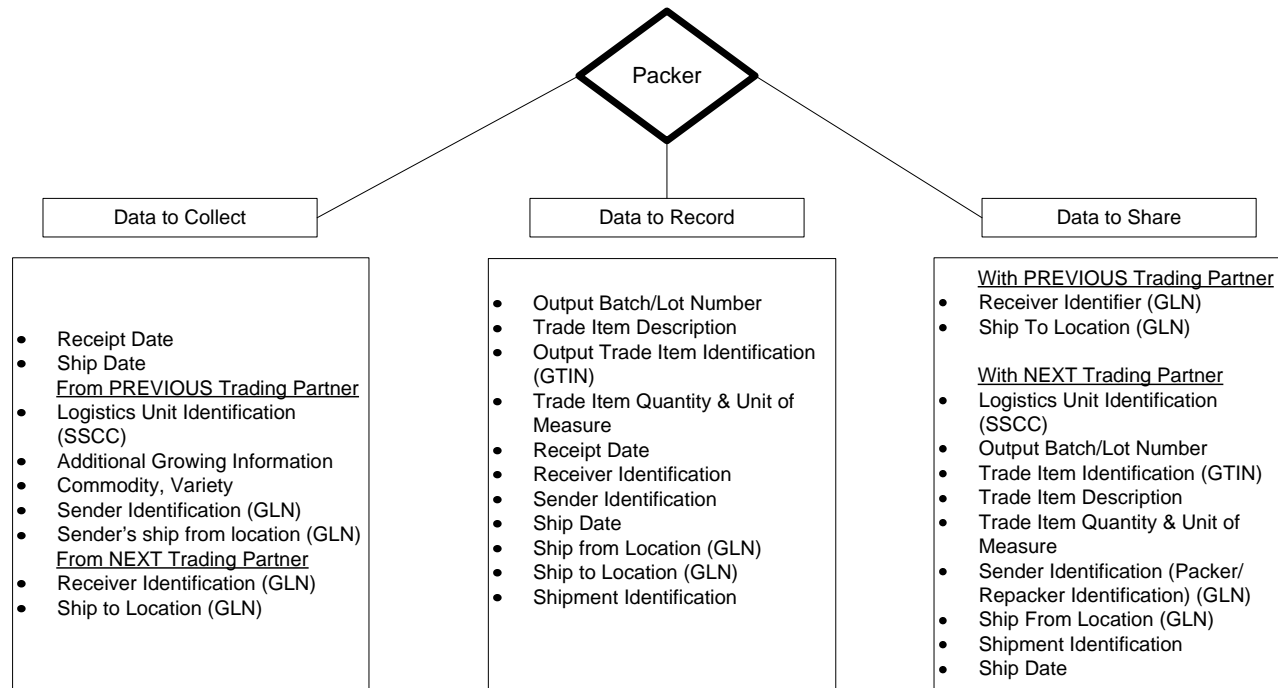
**Outside of  
Scope -  
Outside  
broken  
lines**



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# Global Fruit & Vegetable Traceability Implementation Guide

## DATA REQUIREMENTS FOR PACKERS



# U.S. Potential Regulatory Requirements

## Core Recommendations from Institute of Food Technologists (IFT) To FDA/USDA

(IFT were contracted by USDA and FDA to convene a panel of experts to examine available technologies and current product tracing practices in the food and other industries)

1. Standardized expressions of key data elements should be agreed upon.
2. Education on Critical Tracking Events (CTE) and key data elements should be developed.
3. Evidence of appropriate implementation should be part of standard audits.
4. Each supply chain partner must:
  - Identify CTEs in order to trace product.
  - Record standardized key data elements for each CTE that link incoming with outgoing produce, whether product is transformed (internal tracing) or changes locations (external tracing).
  - Provide FDA with relevant key data elements for each CTE, in an electronic format and within 24 hours of any request.



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# PRODUCE TRACEABILITY INITIATIVE (PTI) EVOLUTION

- Catalyst – FDA (Food & Drug Administration) and USDA Food Safety & Inspection Service focus on enhanced product tracing systems for food.
- U.S. and Canadian produce industry, under auspices of PMA, United and CPMA form the Produce Traceability Initiative (PTI) to ensure traceability implementation is guided by industry and to demonstrate efforts to govt.
- PTI Steering Committee composed of major U.S. and Canadian retail, foodservice and grower/packer/shippers.
- October 7, 2008 PTI announces the 7 milestones determined by the Steering Committee.



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# PTI EVOLUTION

- U.S. Retail & Foodservice sign letter to produce suppliers requesting PTI milestone implementation. List includes:
  - Walmart
  - Safeway
  - Schnucks
  - Kroger
  - Sysco
  - Wegmans
  - Supervalu
  - Food Lion
  - Pro-Act
  - H.E.B.
- Currently:
  - Best practices
  - Education & Outreach
  - U.S. regulatory engagement
  - Expanded engagement with GS1
  - Continuous engagement with industry



# PTI MISSION & VISION

## MISSION:

- To create an Action Plan for the produce industry to adopt an effective whole chain traceability program by incorporating the use of common standards to serve as the linkage between internal traceability programs.
- Intended to work with established GS1 supply chain standards, not to create new.

## VISION:

Supply chain wide adoption of electronic traceability standards for every case of produce by the year 2012.



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# PTI GOALS

To minimize the impact on businesses by:

- Using existing standards
  - GS1
- Using existing technologies
  - Barcodes
- Using existing information
  - Identification number
  - Lot #
  - Pack/Harvest date (OPTIONAL if already embedded in Lot #)
  - One-step-up, One-step-down traceability

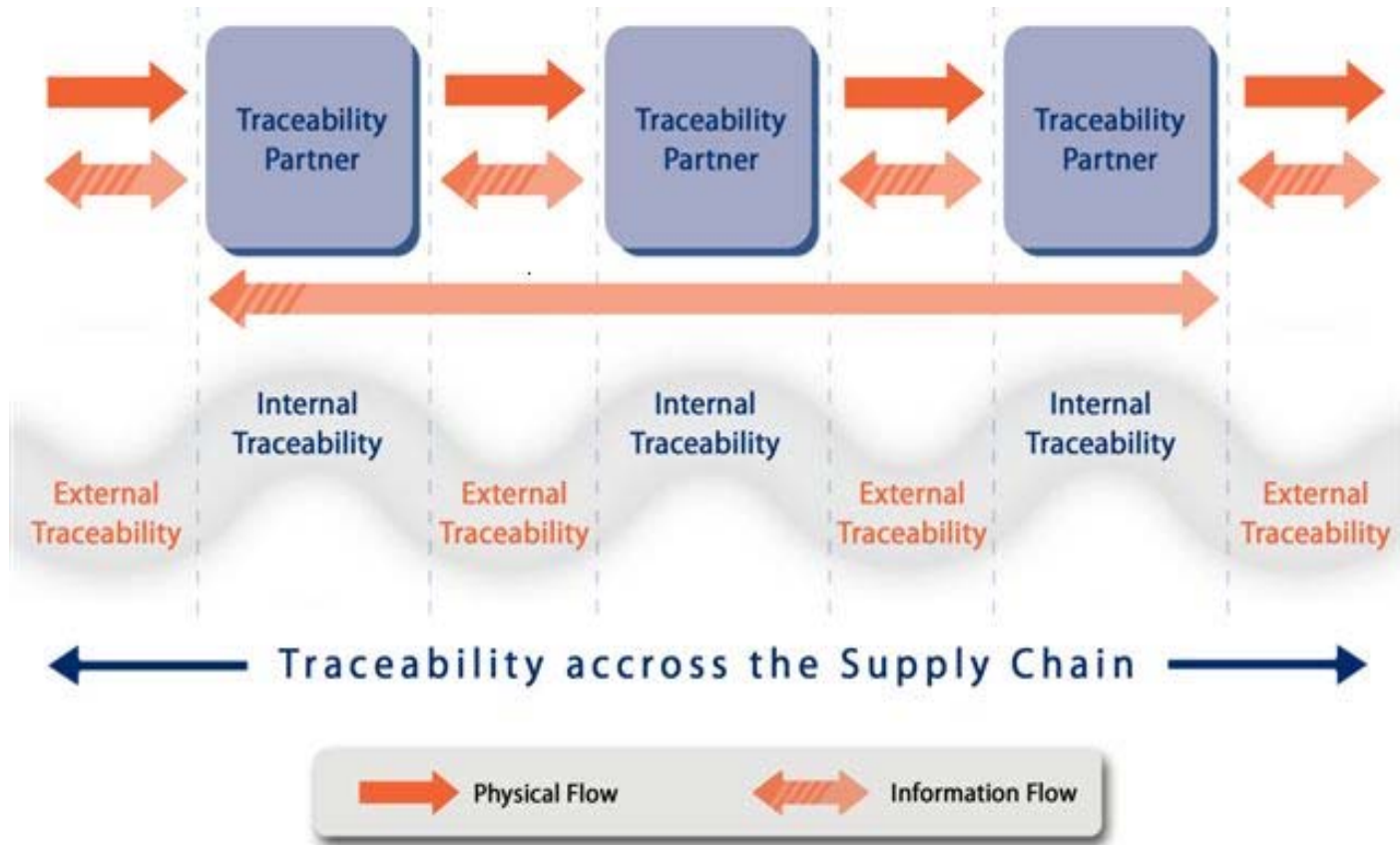


# Produce Traceability Common Elements

- Based on GS1 standards for produce identification and traceability – Can-Trace embodied in the traceability standard
- Addresses external traceability (internal left to discretion of organizations)
- Based on “one up, one down” principal
- Every organization in the supply chain has a role in full chain traceability



# Common Goal - Whole Chain Traceability



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# Canadian Traceability Landscape



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# INDUSTRY REALITIES



- Majority of Canadian retail and foodservice (CCGD members) choose not to move to implementation but support the efforts of their U.S. colleagues understanding the regulatory environment there and will continue with current traceability expectations/requirements .
- At this time position will change only if government introduces regulatory requirements
- Canadian retail and foodservice have an expectation of the ability of vendors to trace and execute a recall.
- Implementation in U.S. (applicable to all shippers to the U.S.)



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# INDUSTRY REALITIES



## Are there any disconnects?

- Although PTI is based on GS1 global standards, there are some enhancements/differences
  - Hybrid Pallet Label
  - Design of case label
- GS1 and the sponsoring associations are working together to determine best way to incorporate these into general specifications of GS1
- Implementation of these will not create difficulties in Canada (mainly since implementation of case and pallet label scanning is not occurring) but still a good idea to confirm with Canadian buyers.



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# Canadian Government & Traceability



- AAFC & CFIA examining existing regulations and policies vis a vis traceability
- Canadian regulators are keeping a close eye on efforts in the U.S.
- The Fed/Prov/Territorial Traceability Task Team – government representation at all levels to examine traceability
- Vision – a National Agriculture and Food Traceability System (NAFTS)
- Industry-Government Advisory Committee (IGAC) formed autumn 2006 to lead development and implementation for livestock and poultry component of NAFTS
- Focus next on horticulture



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# Canadian Government & Traceability



- Federal/Provincial government providing funding as part of Growing Forward to industry to implement traceability:
  - Industry Infrastructure – AAFC delivered programs to support national traceability initiatives, with priority given to livestock and poultry.
  - Enterprise Infrastructure – Provincially delivered programs to support individual enterprises to acquire traceability equipment.
- Federal funding - Agri-Flexibility
- Provincial funding – Growing Forward



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# Canadian Government & Traceability



- Provincially in Ontario – Growing Forward funding available to help facilities adopt or improve food safety and traceability visit: [www.ontario.ca/foodsafety](http://www.ontario.ca/foodsafety)



Food Safety and Traceability Initiative assists you to:

Project Option 1 - Implement a Food Safety Program or a Traceability System

Project Option 2 - Make improvements to a Recognized Food Safety Program

Project Option 3 - Improve Food Safety or Traceability



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# Canadian Government & Traceability



## INDUSTRY'S CHALLENGE:

- Ensure harmonization between industry realities and government funded implementation
  - Are they based on GS1 standards?
  - Do they reflect industry demands (including PTI as applicable)?
  - Will they ensure implementers do not find themselves isolated inter-provincially, bilaterally or globally?
- CPMA and provincial industry associations have a role working with government and industry to ensure traceability does not become a barrier to trade



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# Produce Traceability Initiative PTI



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# PTI Product Traceability Initiative

- Sponsored by PMA, CPMA and UFPA
- 41 participating companies including:
  - 9 Foodservice Companies
  - 13 Retailers
  - 19 Growers/Shippers
- 6 additional participating trade associations
  - FMI, NGA, NRA, IFDA, CCGD, CHC
- Met on January 9<sup>th</sup>, February 22<sup>nd</sup>, April 11<sup>th</sup>, June 12<sup>th</sup>, August 20<sup>th</sup>, 2008



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# PTI **DOES** Includes



- Use of GS1 standards
- CASE level
- Data Synchronization
- Reading AND storing case information
- Farm to Store
- Bio Terrorism Act
  - One step up, one step down
  - Subsequent information





# PTI Does **NOT** Include

- ITEM level Traceability
- DataBar – for use on PLU stickers
- Serialization of lot numbers
- A central repository of traceability data
- “Farm to Fork”
- Scanning at store/foodservice operation level

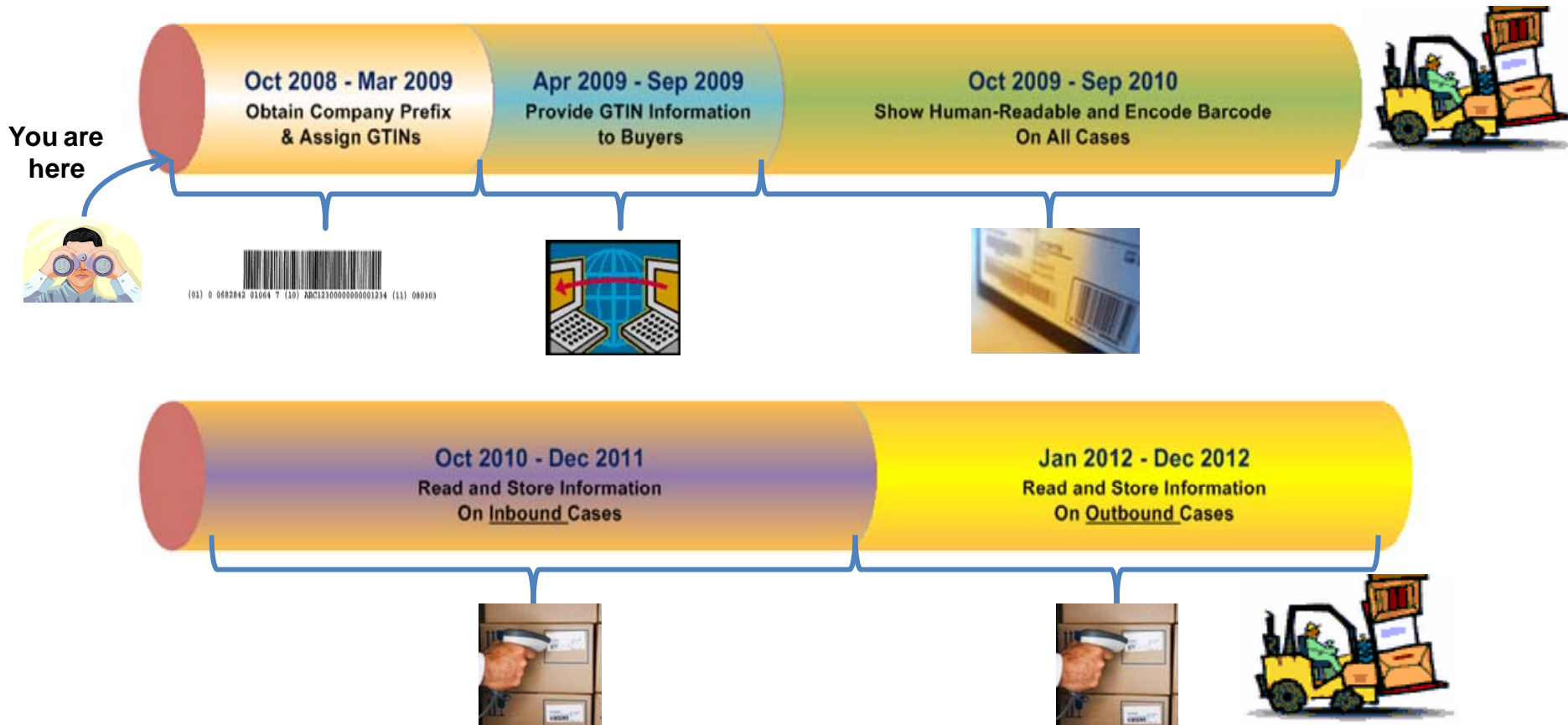


# PTI IN A NUTSHELL – WHAT IS THE ASK?

- ✓ Milestone 1. Brand owners must obtain their GS1-issued Company Prefix.  
**COMPLETE BY: Q1 2009**
- ✓ Milestone 2. Brand Owners must assign 14-digit GTINs to all case configurations.  
**COMPLETE BY: Q1 2009**
- ✓ Milestone 3. Brand Owners must provide and maintain their GTINs (and corresponding data) with their buyers.  
**COMPLETE BY: Q3 2009**
- Milestone 4. Those packing the product are responsible for providing human-readable information on each case (GTIN and LOT #).  
**COMPLETE BY: Q3 2010**
- Milestone 5. Those packing the product are responsible for encoding the GTIN and the Lot # in a GS1-128 barcode and human readable.  
**COMPLETE BY: Q3 2010**
- Milestone 6. Each handler of the CASE must read and store the GTIN and associated Lot # for INBOUND cases.  
**COMPLETE IN: 2011**
- Milestone 7. Each handler of the CASE must read and store the GTIN and associated Lot # for OUTBOUND cases.  
**COMPLETE IN: 2012**



# PTI - Milestones



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# PTI IMPLEMENTATION

## Milestone #1: Obtain GS1 Company Prefix

Brand owner company prefix

[www.gs1ca.org](http://www.gs1ca.org)

Fee structure varies depending on issuing country

Q1 2009



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# PTI IMPLEMENTATION

## Milestone #2: Assign GTIN Numbers to Product

Brand owner company prefix

Company prefix + item reference number

Use “GTIN Assignment Strategy” document

Q1 2009



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# PTI Product Traceability Initiative

## What is a GTIN?

GTIN (Global Trade Item Number) is the name given to a family of data structures which can be encoded into a UPC, GS1-128 (case level ID) and others.

Composed of:

- **company prefix** which uniquely identifies a company any where in the world
- **item reference number** which is simply a number assigned by the company to identify their produce (including attributes such as commodity name, variety name, pack size, etc.) as determined by the company.
- **check digit** determined during the printing process to ensure the validity (“scan ability”) of the bar code.)



# Grower Labeling Process



ABC Fruit  
Company Prefix  
1234567



ABC Fruit



Define GTINs

01234567001029 Granny Smith 12-3Lb Bags

01234567001012 Granny Smith 40Lb Carton


01234567001036 Braeburn 40 Lb Carton



Grower: 1012  
Ranch: 25  
Pack Date 11/12/09  
Lot: 101225111209



APPLES  
Granny Smith 40# Carton



(01)01234567  
(10)101225111709

Source: The Oppenheimer Group



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# Lot Number Assignment

- Grower/Packer defines the lot level
- Goal is to limit the scope of a recall
- Examples Lot attributes includes Ranch, Block Id, Crew, Pack line and/or Pack Date
- The lot should limit the product to one days production OR the pack date should be printed on the label and included in the barcode
- Lot Number has maximum 20 characters

Source: The Oppenheimer Group



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# PTI IMPLEMENTATION

## Milestone #3: Provide GTIN Information to Buyers

GTIN with case configuration/attributes

Electronic and manual solution required

Task group led by Association formed

Q3 2009



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# Data Synchronization Best Practices

- What's available:
  - Best Practices on use of template
  - Data Synchronization Template
  - Data Synchronization Template Example
  - Field Descriptions



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# Data Synchronization Best Practices

- Who communicates to whom?
  - Scenario 1:
    - Grower/Shipper to Buyer
  - Scenario 2:
    - Grower/Shipper to Distributor/Wholesaler/Broker
    - Distributor/Wholesaler/Broker to Buyer
  - Scenario 3:
    - Internal Substitutions
  - Scenario 4:
    - External Substitutions



# Data Synchronization Best Practices

- Communicate spreadsheet way in advance
  - Allows for time to input data
  - Last minute communications handled between trading partners
- Integrate 3<sup>rd</sup> party service providers
  - If they have a utility, use theirs
  - If not, use the spreadsheet
  - Buyer to notify 3<sup>rd</sup> party provider of email contact



# Data Synchronization Best Practices

- GTIN information sent only for those products currently sold
- Potential substitutions need to be approved in advance



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# PTI IMPLEMENTATION

- ❑ Milestone #4: Show Human Readable Information on Case
  - ❑ GTIN, Lot/Batch number & (optionally) Pack/Harvest date **printed** on case
  - ❑ All information should be present on at least one side
  - ❑ Best Practices being developed by Associations
  
- ❑ Q3 2010



# PTI IMPLEMENTATION

- ❑ Milestone #5: Encode Information in a Barcode on Case
  - ❑ GTIN, Lot/Batch number & (optionally) Pack/Harvest date **encoded** on case with human-readable
  - ❑ GS1-128 barcode format will be the standard used
  - ❑ Best Practices being developed by Associations
  - ❑ Q3 2010



# PTI – CASE LABELS

- Use the GS1 128 barcode
- Holds up to 48 characters
- Encode both the GTIN and Lot/Batch #
- Use AI's (01) for GTIN and (10) for Lot/Batch #
- Include human readable underneath barcode in at minimum 18 point font
- Include Commodity, Variety and Pack Configuration
- Print barcode on label and then affix label to case
- Case serialization will not work for buyers

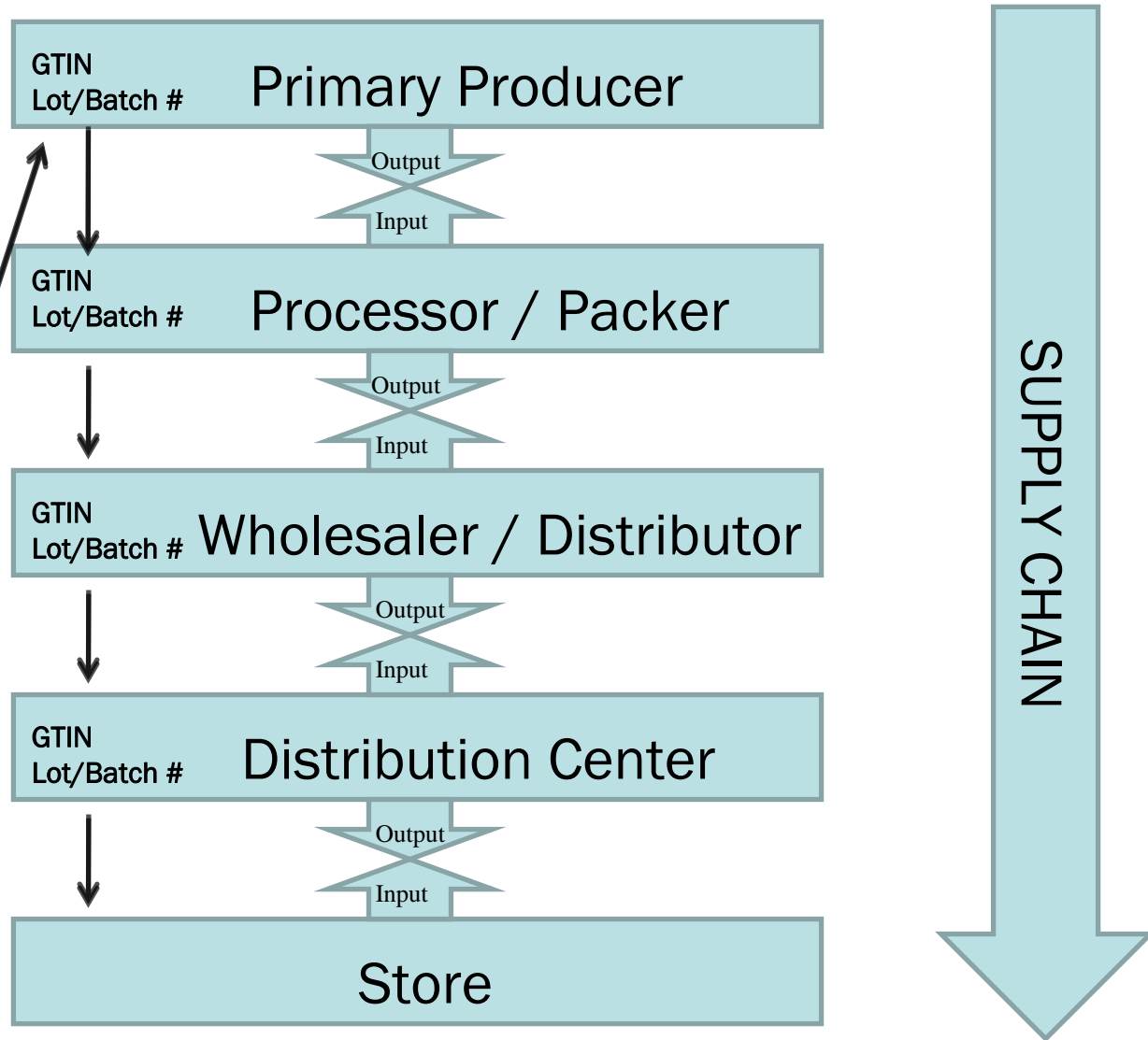


# PTI - One step up/one step down



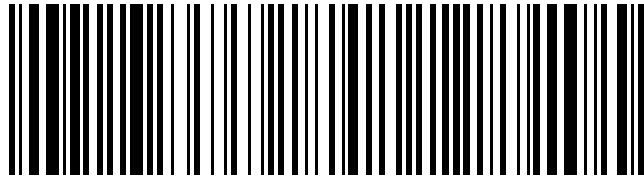
1. Case ID (GTIN):  
10577343123457

2. Lot/ Batch #:  
267A1156



# Case Barcode GS1-128(example)

Every Case Must be Identified With Key Elements



(01)00682842030232 (10)619 199 9244-64

Where (01) represents the GTIN (Global Trade Item Number)

682842 (GS1 company prefix)

03023 (Item ID)

2 (check digit)

Where (10) signifies the Lot Number:

Pack-house: Grower number (619)+ Pack Date (199).

619 199

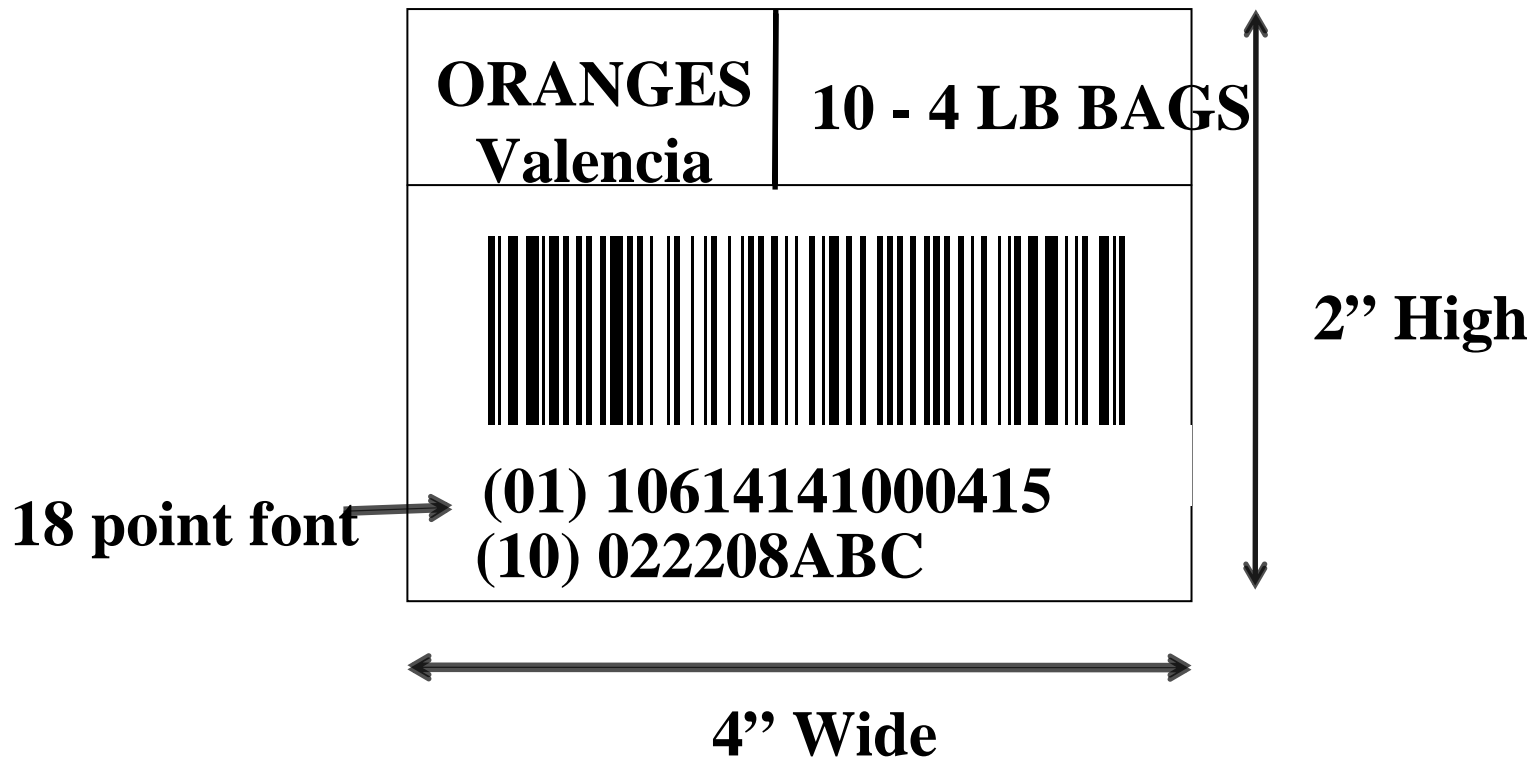
FieldPack: Grower number (619)+ Pack Date (199) + Field/Block (9244-64)

619 199 9244-64



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# PTI CASE LABEL



Other information such as country of origin, name and address of responsible party, etc. is required under other, sometimes regulatory, requirements and will typically be printed directly on the case and should be on the same case facing (side) as the PTI label.

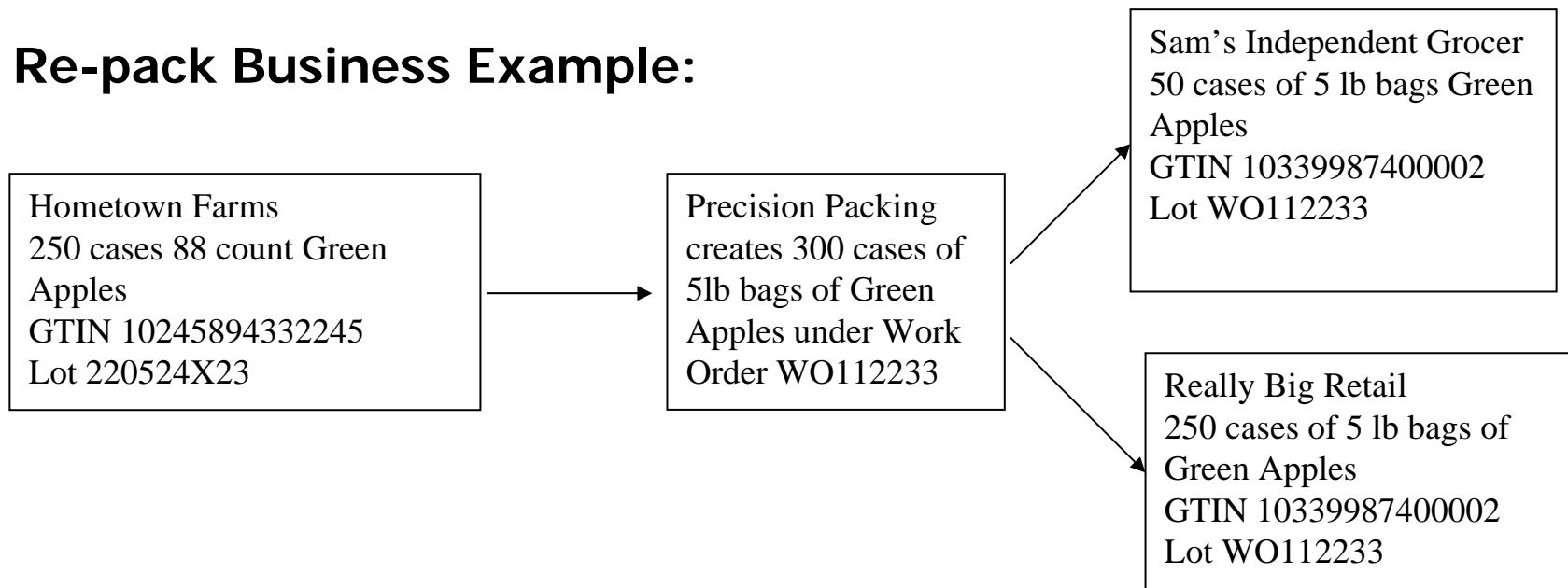


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# Assigning GTINs and Case Labeling During a Re-pack/Commingling Process

Best practices to ensure traceability during process, especially maintaining integrity of lot.

## Re-pack Business Example:



# PTI IMPLEMENTATION

## Milestone #6: Read and Store Information on Inbound Cases

- Impacts buyers, receivers & subsequent handlers
- Development of “*hybrid*” pallet label or transmit ASN
- Multiple task groups led by Associations formed
- In 2011



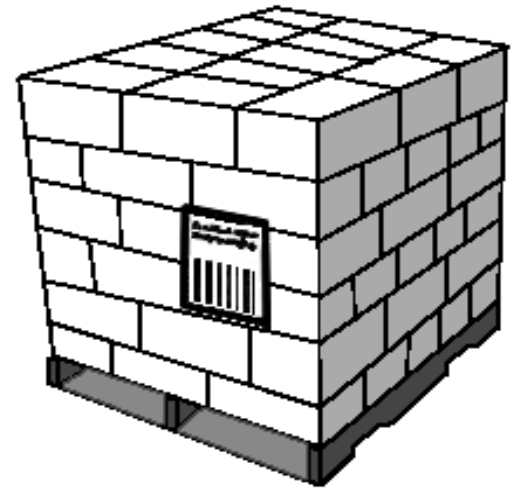
# Pallet Label Best Practices

- Use GS1-128 barcodes on pallet label
- Intended for 4" X 6" or 8.5" X 11" labels
- Place label on at least two adjacent sides
- Label to go on upper right hand side of pallet
- Outside of the shrink wrap



# Hybrid Pallet Label

- Assumption:
  - 4 different items (4 different GTINs)
  - 4 different Lot #'s
  - One item has 40 cases
  - Another item has 40 cases
  - Another item has 20 cases
  - Another item has 60 cases



# Hybrid Pallet Label

Tag 1 of 4 | XYZ FRESH FOODS, INC. SALINAS, CA.

SSCC

(00)1 0614141 000415123 6

(01) 10614141000422( 10) 022298ARC( 30) 40

(01) 10614141000446( 10) 022236ABX( 30) 40

(01) 10614141006257( 10) 022279BBC( 30) 20

(01) 10578730002443( 10) XX1234567890ABCDEF( 30) 60

**Pallet Number (SSCC 18-digit)  
(Company Prefix + Serial #)  
Used for the ASN**

**GTIN**

**LOT #**

**QTY**



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# Pilot Pallets with Hybrid Labels



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# PTI IMPLEMENTATION

## Milestone #7: Read and Store Information on Outbound Cases

- Impacts buyers, receivers & subsequent handlers
- Distribution centers to individual stores/restaurants, etc.
- Multiple task groups led by Associations formed
- In 2012



# PTI - ADDITIONAL BEST PRACTICES



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# Cross Docking Best Practices

- For pallets remaining in tack, cross dockers do not need to read and/or store information on cases contained on the pallets.
- Still responsible for one-step-up, one-step-down
- Originators of pallets should have cases marked and pallet marked with Hybrid Pallet Label.
- For pallets that are altered, a new Hybrid Pallet Label will be required.



# Private Label Best Practices

- If outside of case clearly marked with brand owner information, GTIN equals brand owner
- If outside of case does not clearly have brand owner identified, GTIN equals packer



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# More Best Practices

- GTIN Assignment Strategy
- Internal Product Substitutions
- External Product Substitutions
- Using the Advanced Ship Notice (ASN) for Substitutions
- Data Synchronization
- Private Label/Brand



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# PTI Summary

- Produce industry committed to traceability
- Adherence to 'one-step-up, one-step-down' a must
- Sponsoring trade associations continue to pursue working with government agencies for industry input
- Epidemiology + Traceability, improvements needed for both
- Multi-year effort to enhance traceability



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# [www.producetraceability.org](http://www.producetraceability.org) – one stop shop!



The screenshot shows a web browser window titled "Produce Traceability Initiative - Windows Internet Explorer". The address bar displays "http://www.producetraceability.org/". The page features logos for PMA, Canadian Produce Marketing Association, and United Fresh Produce Association. The main heading is "The PRODUCE TRACEABILITY INITIATIVE". A navigation menu includes "Home", "Resources & Tools", "News & Events", "Bulletin Board", "Press Room/Contacts", and "Endorse the PTI". A banner image shows produce, a barcode, and a person. The main content area includes the vision statement: "Our vision: Supply chain-wide adoption of electronic traceability for every case of produce by the year 2012." Below this is the "PTI Action Plan" with three items: #1 Obtain Company Prefix (due 1st Quarter 2009), #2 Assign GTIN numbers (due 1st Quarter 2009), and #3 Provide information to buyers (due 3rd Quarter 2009). An "About Us" section describes the initiative's goals and sponsors.

Produce Traceability Initiative - Windows Internet Explorer  
http://www.producetraceability.org/  
Live Search  
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Produce Traceability Initiative  
PMA Canadian Produce Marketing Association United Fresh PRODUCE ASSOCIATION  
The PRODUCE TRACEABILITY INITIATIVE  
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Our vision:  
Supply chain-wide adoption of electronic traceability  
for every case of produce by the year 2012.  
PTI Action Plan Download the PDF  
#1 Obtain Company Prefix Complete by: 1st Quarter 2009  
"Brand owners" will obtain their own GS1-issued company prefixes. To find the GS1 organization in your country, visit [www.gs1.org](http://www.gs1.org)  
#2 Assign GTIN numbers Complete by: 1st Quarter 2009  
Brand owners will assign 14-digit GTINs to every case configuration.  
#3 Provide information to buyers Complete by: 3rd Quarter 2009  
Brand owners will provide their GTINs (and corresponding data) to  
About Us  
The Produce Traceability Initiative, sponsored by Canadian Produce Marketing Association, Produce Marketing Association and United Fresh Produce Association, is designed to help the industry maximize the effectiveness of current traceback procedures, while developing a standardized industry approach to enhance the speed and efficiency of traceability systems for the future.  
The PTI has a bold vision which outlines a course of action to achieve supply chain-wide adoption of electronic traceability of every case of produce by the year 2012.  
Internet 100%



Canadian Produce  
Marketing Association  
Association canadienne de la  
distribution de fruits et légumes

# Key Contacts



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