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## Creating Value for the Fruit & Vegetable Sector

HOW GS1 STANDARDS CAN BENEFIT YOUR BUSINESS

GS1 in Europe is a collaboration of 46 GS1 member organisations. We lead the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies.

One world. One system. One global language of business.



in Europe

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in collaboration with

**Frugicom**  
Foundation Platform Fresh Chain Information



Farmer



Packer



Distribution Centre



Retailer

## GS1 – The Global Language of Business applied to the Fruit & Vegetable Sector

During the last decade consumers gained an increasing interest on “knowing what you eat” and this is especially true for fresh produce. Consumers want to understand the “story behind the fruit”, know that the product is safe and is cultivated in an ethical way. The new consumer wants to have real-time access to this information, when possible even online at POS using mobile technology. Accordingly, retailers are (or will become) more demanding on on-line information, transparency and traceability across the supply chain, requiring visibility and flexibility from their suppliers, and want to do this in the most cost effective way. In return this puts extra demands on the traders, the packers, the distributors and the growers that supply the retailer. The only way for the fresh produce sector to consistently satisfy these requirements and to do this in an efficient and cost effective manner is to cooperate across the chain by creating and implementing common standards and best-practices across the sector.

The fruit & vegetable industry faces its own complexities and specific requirements. Together with business specialists from suppliers and retailers GS1 in Europe created a common European framework addressing all aspects of the Global GS1 system and applying it to the needs of the fruit and vegetable industry. This framework consists of specific guidelines and implementation material for the industry and its stakeholders, being growers, packers, traders, retailers and food service providers in Europe as well as for their international trading partners. The overall aim is to support efficient supply chain processes and ensure food safety.

### About GS1

GS1 is a neutral, not-for-profit, global organisation that develops and maintains the most widely used supply chain standards system in the world. GS1 standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. Represented all over the world, GS1 engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

GS1 in Europe is a collaboration of 46 local GS1 organisations dedicated to the implementation of harmonised, user-driven solutions for improving the supply chain of European companies.

## The Benefits of GS1 for the European Fruit & Vegetable Industry and its Stakeholders

- Increase the efficiency of your supply chain. By using the same proven GS1 standards and best practices across your supply chain, you will be able to operate and exchange information in a more effective way with your customers and suppliers, making the most from your investments. Using the GS1 System allows higher economies-of-scale than bilateral solutions between trading partners.
- Ensure fast end-to-end traceability in a cost effective way. Food safety is as high on the agenda of the industry. At any given moment in time each participant in the supply chain needs to be able to identify the source and the destination of the fruit and vegetables they have been handling. Using the same GS1 standards across the sector for tracking and tracing allows doing this in a cost effective and professional way. In case of an issue or an emergency, this allows narrowing the potential scope of a problem and can reduce the negative economic impact on the supply chain participants.
- Reduce spoilage of food: When all participants in the supply chain work in a standardised and aligned manner, then this opens up opportunities for better demand, supply and inventory planning and better ‘expiry date management’ across the chain. In return this then allows for a more efficient food waste management.
- Meet the needs of the new consumer: Consumers have become more information eager than ever. Having internet and smartphone technologies, more and more people are expecting immediate real-time information. This creates new information demands for the fruit & vegetables industry. Solutions need to be created to fulfil these requirements. It makes sense for the industry and its stakeholders to do this ‘right’ as from the start by using best practices and proven standards.
- One Solution – serving various purposes: Unlike bilateral standards, GS1-Standards not only address B2B processes, but take a holistic approach on all stakeholders: e.g. B2C solutions are built on these standards and various governments are uptaking the solutions used in the industry for B2G purposes in fulfilling EU and national regulations.

### BE PREPARED FOR THE FUTURE: THE FUTURE IS NOW!

More information on GS1 in Europe’s activities in the Fruit & Vegetable Industry:

<http://www.gs1.eu/?content=1014>