



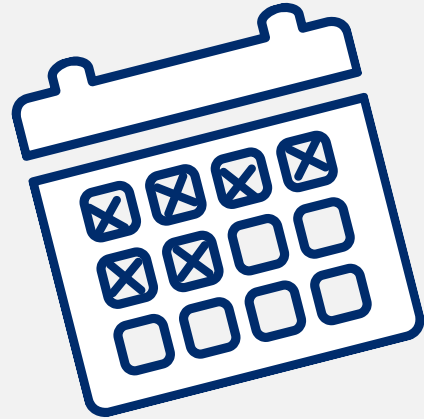
# GS1 (Agriculture)

## A Standard Framework for Farm Inputs

Tom Quets, lead agriculture project, GS1 in Europe  
Ludwigshafen am Rhein, 22<sup>nd</sup> June 2023



# Agenda



1. Introduction
2. Challenges we see
3. How to tackle (some of) these challenges?
3. Collaboration JoinData & GS1

# Intro GS1 (Agriculture)

# GS1 is a global standards organisation

## About GS1

GS1 believes in the power of standards to transform the way we work and live.

Neutral and  
not-for-profit

User-driven  
and governed

Global  
and local

Inclusive and  
collaborative





Trace your tin's full journey from its source

Friso



Farm Checks



Milk Checks



Quality Checks



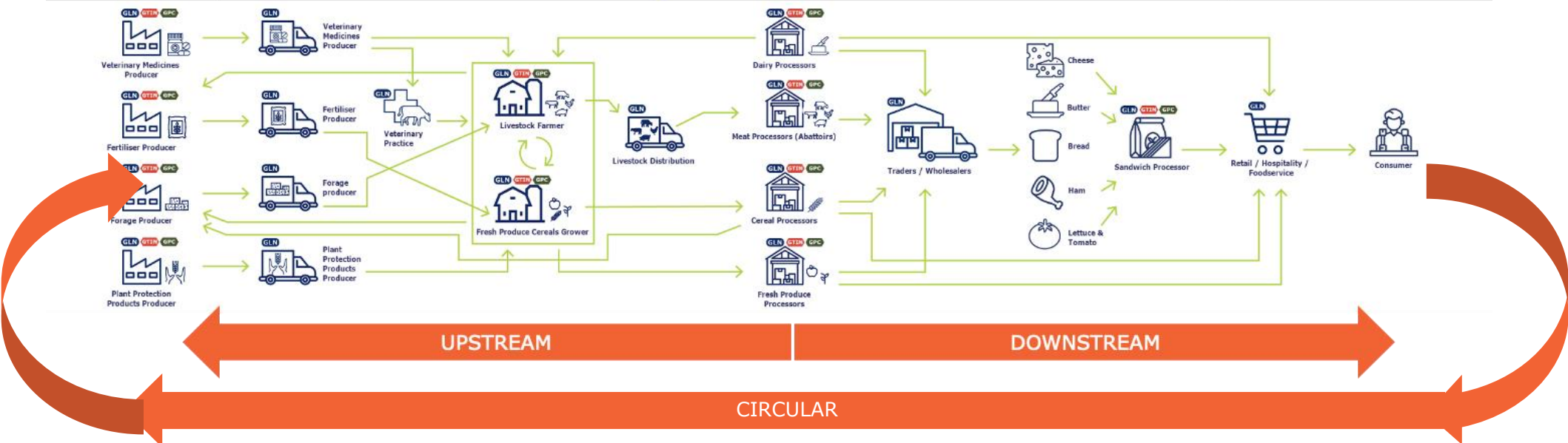
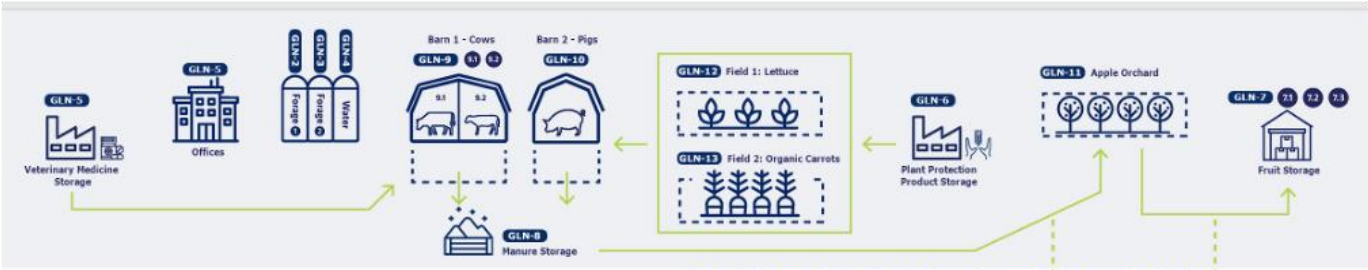
Packaging Checks



(IN)



# Scope | Farm-to-Fork, with a focus on Upstream

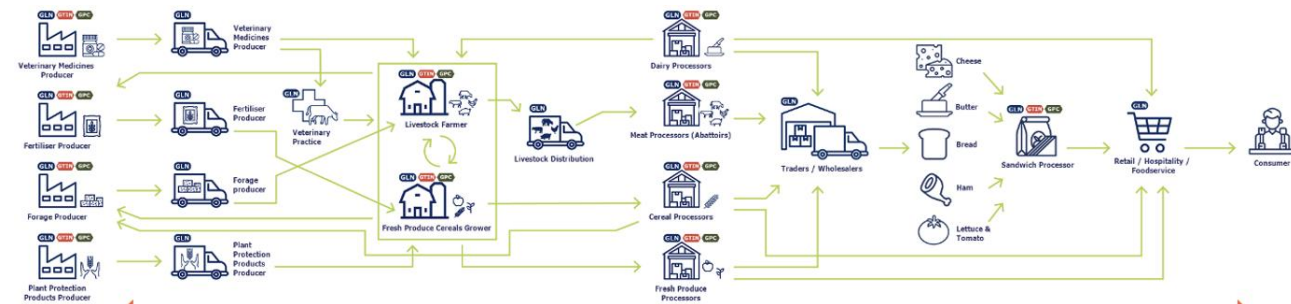


# The challenges we see



# Today's Supply Chain Challenges

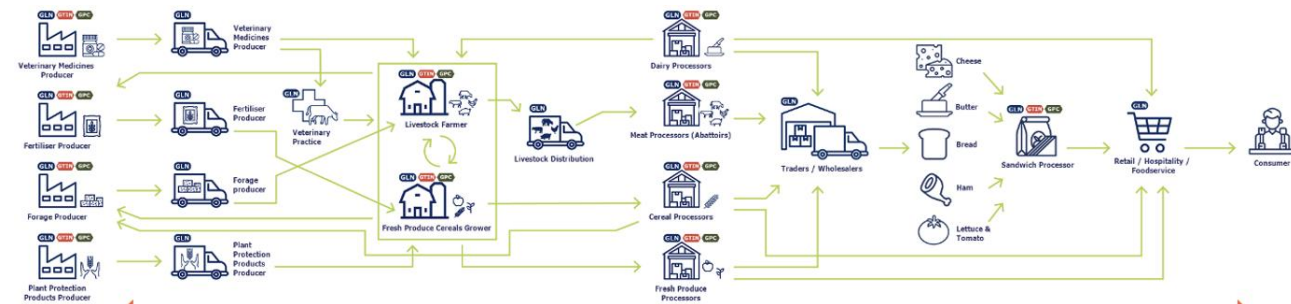
- Corporate Social Responsibility (CSR)
- Circular Food Systems & Waste
- Environmental Foot printing
- Food Safety & Social Certification
- Export/Import Licences
- Traceability & Transparency





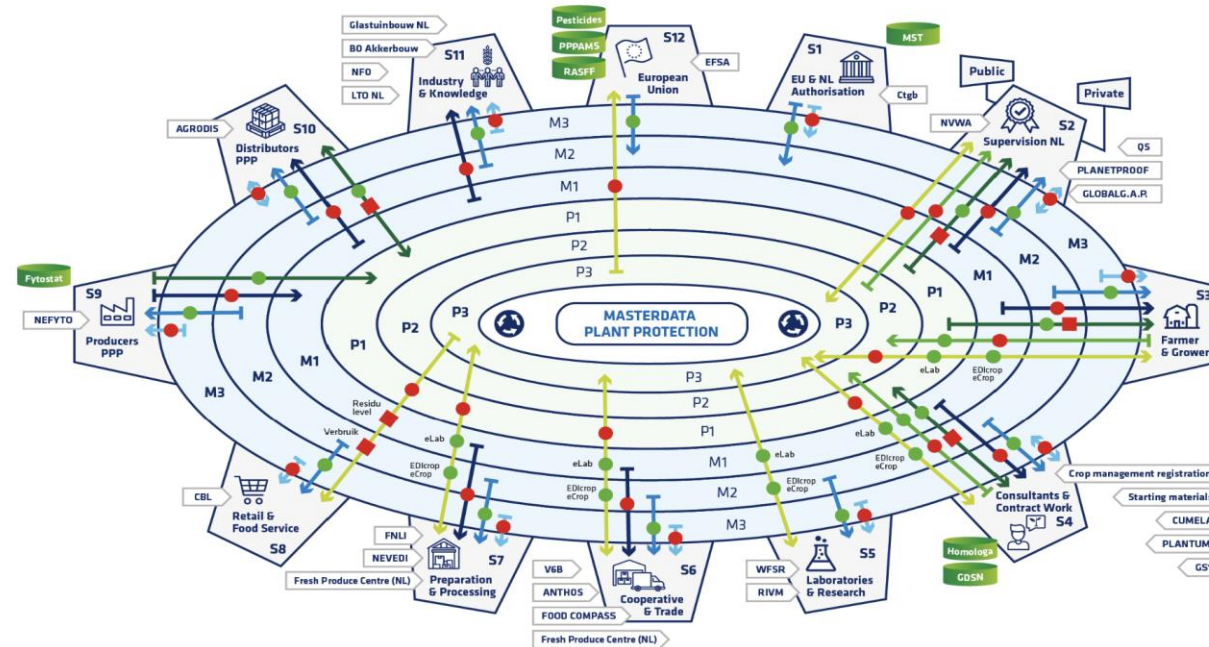
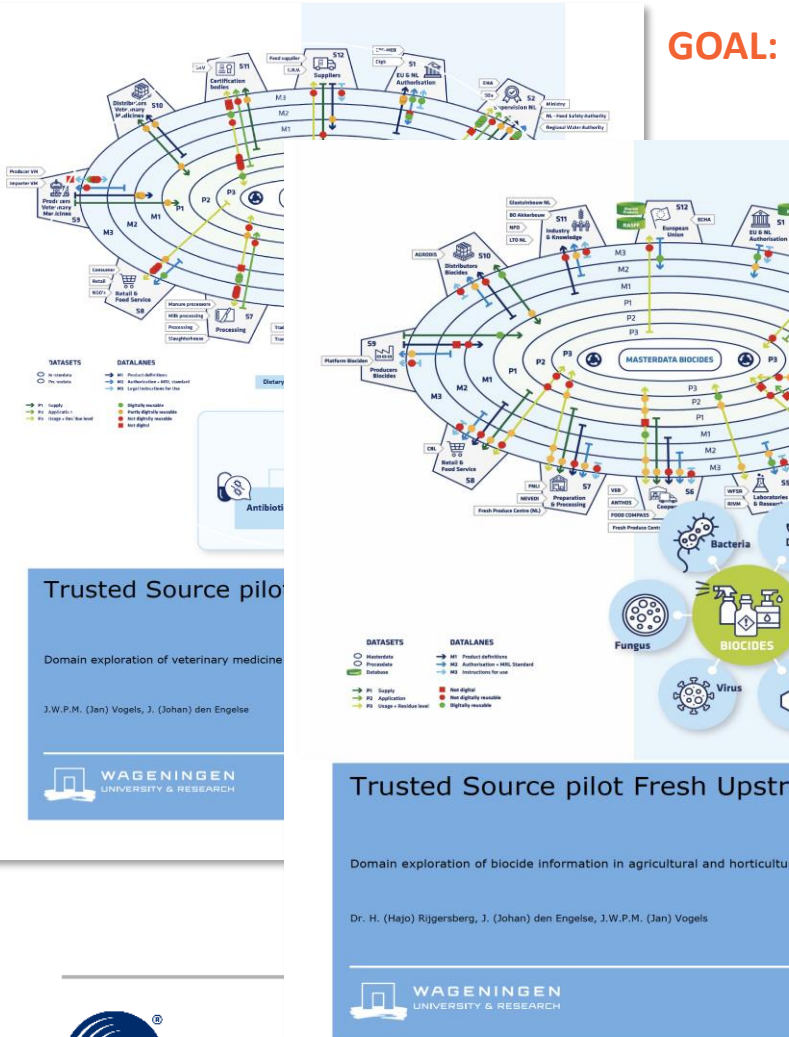
# Today's Supply Chain Data-Sharing Challenges

- DATA NEED TO BE SHARED...
  - Across the Supply Chain (not only 1 back & 1 forward any more)
  - With more & more Stakeholders
  - Who's in charge of the data?
- ORGANISATIONS WANT MORE EFFICIENCY...
  - While more & more Data and Systems
  - While still lot of data duplications



# Today's Supply Chain Data-Sharing Challenges | Trusted Source

**GOAL:** Identify potential improvements & Increase awareness on data sharing



- | DATASETS      |                                   | DATALANES                  |                          |
|---------------|-----------------------------------|----------------------------|--------------------------|
| ○ Masterdata  | → M1 Product definitions          | → P1 Supply                | ■ Not digital            |
| ○ Procestdata | → M2 Authorisation + MRL Standard | → P2 Application           | ● Not digitally reusable |
| ○ Database    | → M3 Instructions for use         | → P3 Usage + Residue level | ● Digitally reusable     |

- VETERINARY MEDICINES
- PLANT PROTECTION
- BIOCIDES
- LIVESTOCK FEED



## Trusted Source pilot Fresh Upstream

# How to tackle (some of) these challenges?

# Tackle Challenges? | Recommendations from Trusted Source Pilot

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- Aim for a single source of information
- Aim for this source to be complete and accurate
- Make this source digitally (re)usable (e.g. via API)
- Make the most of existing supply chain standards (GTIN, GLN, etc.)
- ...to simplify access of info by users (e.g. scanning a barcode)
- **Join broader initiatives & collaborate!**





# Tackle Challenges? | Solutions using a Standard Framework

## GS1 standards in the agri-food supply chain.



## A global data standards framework

- Open standard
- Can be linked to other standards
- Generic, works across (sub)sectors
- International

## • Provide a means to uniquely identify, verify and connect

- the 'what' (products | GTIN),
- the 'who' (organisations | GLN)
- the 'where' (locations | GLN)
- Can be linked to other identifiers

# Tackle Challenges? | Standard Framework | 'Products'

## GS1 standards in the agri-food supply chain.

**GPC Brick** (Global Product Classification) divides products into groups, linked to certain characteristics.



**Example:**  
 • Meat/Poultry/Game.  
 • Pork, processed

With **GTIN** (Global Trade Item Number) a product is given a unique article number, in the form of a barcode.



**Example:** a packet of cooked ham.



**GLN** (Global Location Number) identifies a physical location within the chain. Name, address details and the type of chain partner are linked to this number, which corresponds to one precise location in the world.

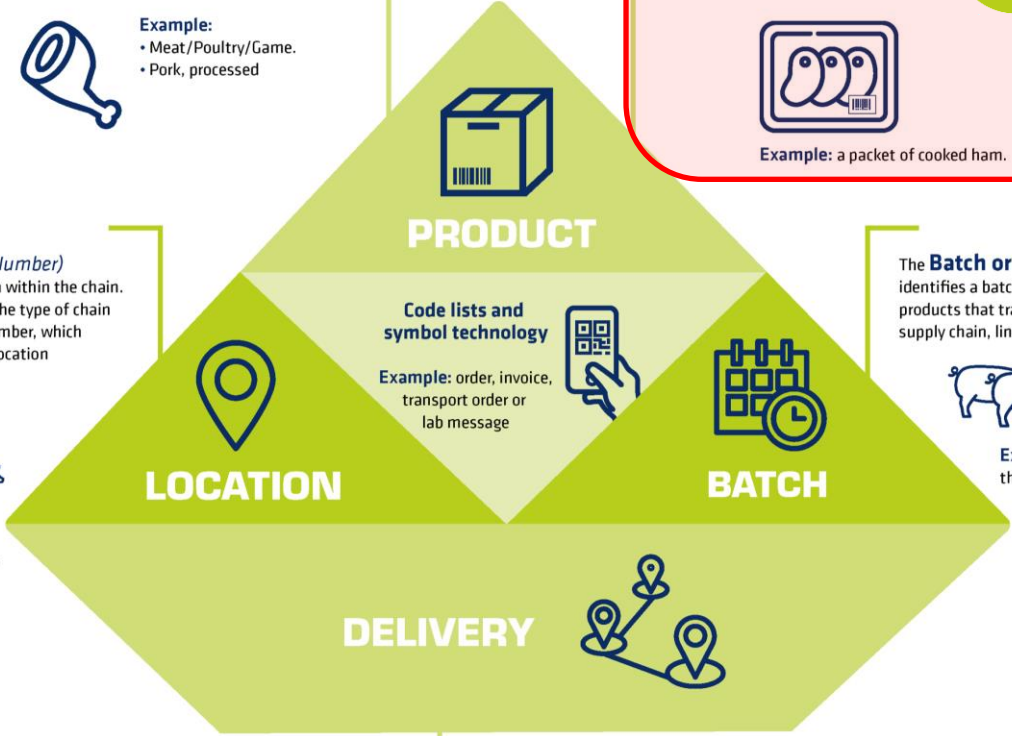


**Example:** pig farmer, barn, sorting and packing station, chilled and frozen storage.

The **Batch or Lot number** identifies a batch of raw materials or products that travels through the supply chain, linked to a unit of time.



**Example:** a group of animals that goes to the abattoir.

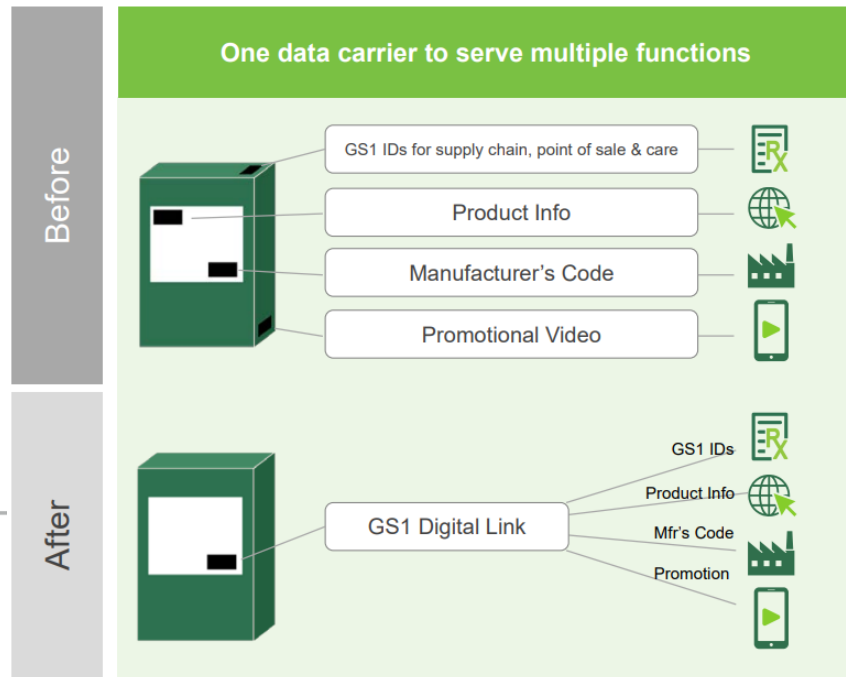


The **SSCC** (Serial Shipping Container Code) uniquely identifies each logistical unit, so you can follow and find this through the entire chain.

**Example:** pallet, roll container



## GS1 Digital Link



One data carrier to serve multiple functions

Before

After

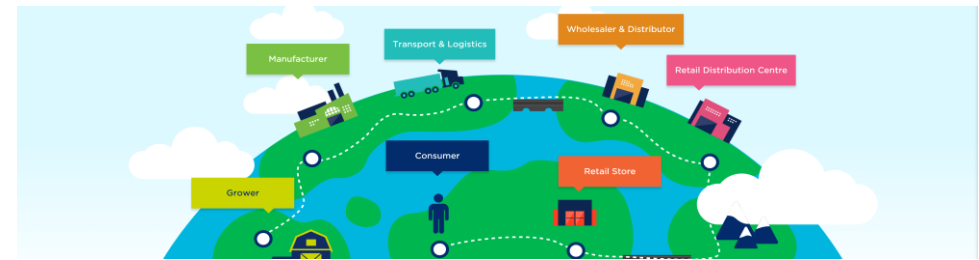
- GS1 IDs for supply chain, point of sale & care
- Product Info
- Manufacturer's Code
- Promotional Video

GS1 Digital Link

- GS1 IDs
- Product Info
- Mfr's Code
- Promotion

# Tackle Challenges? | Standard Framework | 'Parties & Places'

## GS1 standards in the agri-food supply chain.





# Tackle Challenges? | Standard Framework | Connecting the two

Explore how new 2D barcodes combined with the power of GS1 Digital Link unlock new possibilities for consumers, brands, retailers, governments, regulators and more.

'Products'



'Parties & Places'



# Collaboration JoinData & GS1

# JoinData governance | security | data sharing platform



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[WHAT WE DO](#)

[ACTUALS](#)

[DEVELOPERS](#)

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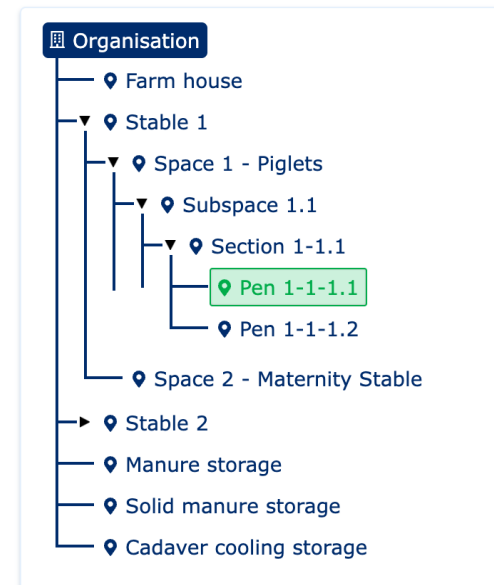
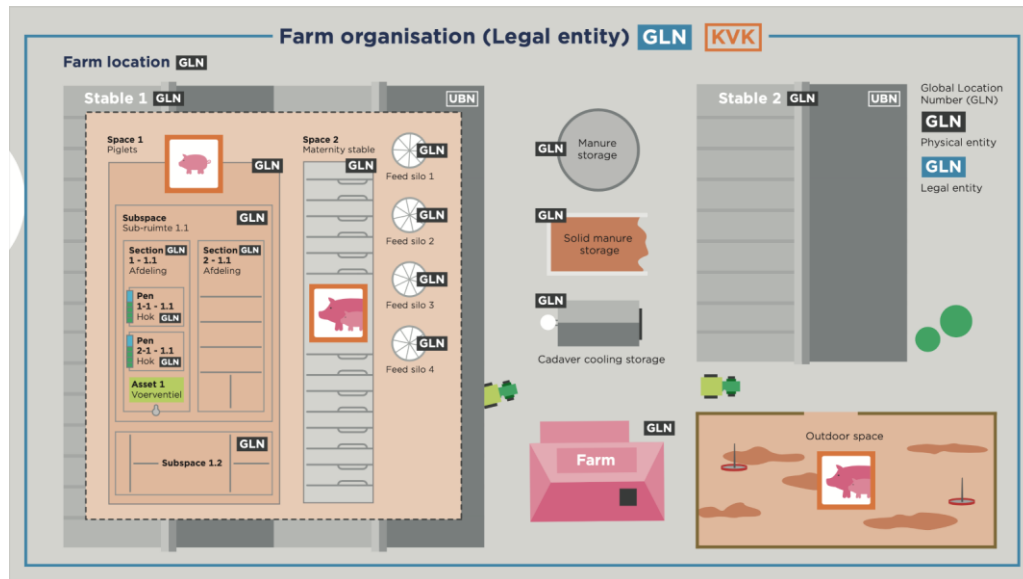


## We are JoinData: an independent platform focused on farmers

We are an independent data platform that believes in agricultural innovation with heart and soul – but only if you, as a farmer, can make the most of it. We put you in charge of your own data and of who is allowed to use it. Because we are a non-profit organization, we can invest as much as possible in the security, privacy and farmer friendliness of our platform.



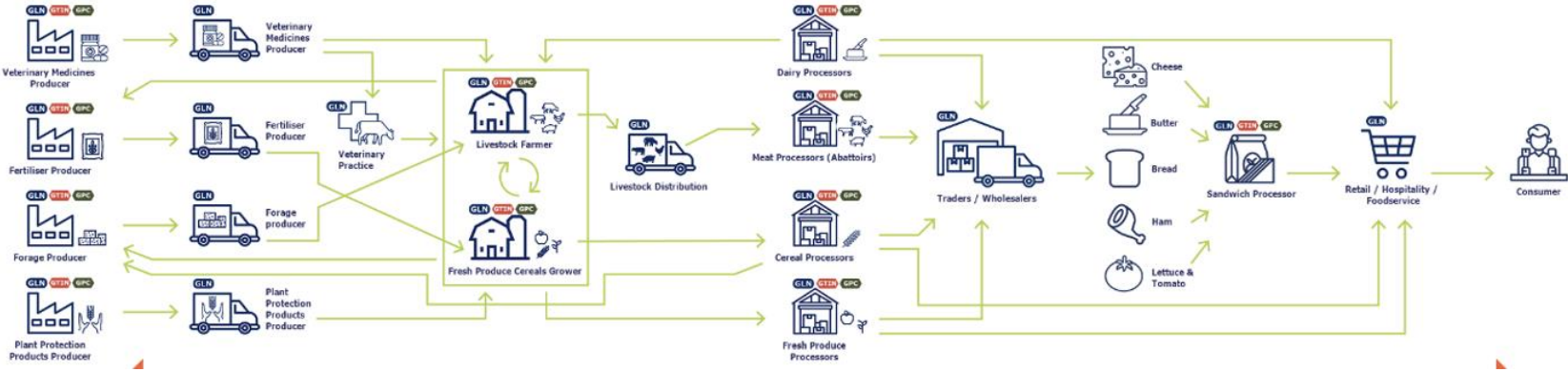
# GS1 GLN Registry: verified master data of 'Parties & Places'



1. Location
2. Additional location IDs
3. Address
4. Contact
5. Certifications
6. Assets



# JoinData + GS1: data sharing platform with verified master data



**Proof of Concept**



**API**





**Thank you!**  
Questions?