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## GS1 Release Implementation Guide for Traceability of Fresh Fruits & Vegetables

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Brussels, Belgium, August 14, 2009 – GS1 and the International Federation for Produce Standards (IFPS) are pleased to announce the release of the *Traceability for Fresh Fruits and Vegetables Implementation Guide* based on the GS1 *Global Traceability Standard*. The Guide serves as a common-sense blueprint that enables all stakeholders in the fresh produce supply chain to implement traceability practices utilising the GS1 System of standards and in particular, the GS1 Global Traceability Standard. GS1 global supply chain standards are used by business in over 100 countries.

*“The IFPS is very appreciative of the work of both GS1 and industry members in this industry-driven effort to create a Guide which facilitates a common approach to produce traceability, regardless of where produce is shipped from or received. Adoption of global standards is crucial for the produce industry and the creation of the Guide is another step towards integration of GS1 standards into the global produce supply chain,”* stated Jane Proctor, IFPS Chair 2006-2009. “

***The Global Fruit & Vegetable Traceability Implementation Guide identifies the key principles of traceability and demonstrates how to implement them through the use of diagrams and best business practice examples.*** Sections are dedicated to the distinct needs of each segment of the produce supply chain including growers, packer/re-packers, distributor/traders, foodservice operators and retail stores. An appendix section provides a lay person’s introduction to the standards which are significant for implementation.

Mike McGee, L & M Companies Inc. and Project Chair recognized the importance of leveraging expertise from both industry and GS1. *“When we began our journey we knew success would be defined by the combination of an understanding of GS1 standards balanced with industry knowledge of the unique nuances of the fresh fruit and vegetable supply chain. The result is an implementation guide that serves companies of all size, anywhere in the world, and allows the produce industry to implement a traceability capability that meets the requirements of industry and the expectations of consumers.”*

*The Traceability for Fresh Fruits and Vegetables Implementation Guide* is available through various produce and GS1 organisations including [www.gs1.org](http://www.gs1.org).

## **NOTES FOR EDITORS**

### **About GS1**

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than six billion transactions a day with the GS1 System of Standards. GS1 is truly global, with local Member Organisations in 108 countries, with the Global Office in Brussels, Belgium.

Download the “What is GS1?” brochure from [www.gs1.org/docs/what\\_is\\_gs1.pdf](http://www.gs1.org/docs/what_is_gs1.pdf). For other information about GS1, go to [www.gs1.org](http://www.gs1.org).

### **About the GS1 Traceability**

The GS1 Traceability solution provides powerful tool kit for implementing traceability in the supply chain based on the GS1 Standards and a robust business process standard which is the GS1 Global Traceability Standard that makes traceability systems possible on a global scale, for both small and large organisations, all along the supply chain, no matter how many companies are involved, no matter what enabling technologies are chosen.

Download the “Traceability what’s in it for you” brochure from [http://www.gs1.org/docs/traceability/traceability\\_brochure.pdf](http://www.gs1.org/docs/traceability/traceability_brochure.pdf)

### **About IFPS**

The International Federation for Produce Standards (IFPS) is composed of produce associations from around the globe. The group provides an international forum to address issues which require international harmonization or standardization for the produce sectors and creates the first incorporated body constituted of national organizations providing direct representation of their respective countries’ constituents. For more information, visit [www.plucodes.com](http://www.plucodes.com)

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