



## Case study : Traceability in Fresh Foods

### Ensuring traceability in the food supply chain in Chile

Chile is striving to be recognized as a world-class food and feed exporter. This goal is, in fact, explicitly declared as a national policy. To reach this objective, however, every participant in the Chilean food supply chain – from agricultural producers to companies which commercialise products – must be committed to meeting the requirements of the different markets to which Chile wishes to export its products.



For example, to export food to the United States, Chile must meet the stringent requirements of the US Bioterrorism Act; similar regulations oversee exports to the European Union and Japan.

In 2007, GS1 Chile added the Traceability Conformance programme to the services it offers to its members, as a means to help Chilean companies fulfill the international food safety requirements (regulations, standards and commercial requirements) regarding traceability. Leading Chilean refrigerated warehousing company Icestar came to GS1 Chile to discuss their traceability system, which they had implemented in order to better monitor the location, temperature and status of all the pallets in their stock, from the moment they entered the warehouse until they leave.



Icestar wanted their traceability system to be fully based on the GS1 Global Traceability Standard, and they wanted to be able to prove it.

GS1 Chile performed an assessment on Icestar's traceability system using the methodology established by the GS1 Global Traceability Conformance Programme. GS1 Chile then worked with Icestar to make a few modifications to its processes and systems.

In November 2007, after this audit and work cycle, Icestar was the first company in Chile to be awarded with a successful GS1 Chile Traceability Conformance Report.



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Icestar has seen a number of benefits from this. The main one, no doubt, is the fact that they can now fulfil the traceability requirements of all the various international standards and regulations they must meet. They have confidence in their system and the data it produces. Their traceability system is fully compatible with other standardised traceability systems. But Icestar have also discovered a sales and marketing tool in their Conformance Report: it has strengthened the loyalty of their existing customers and helped them capture new ones. Pleased with these benefits, in 2008, Icestar performed another assessment process with GS1 Chile in order to renew and extend their Global Traceability Conformance Report.

GS1 Chile has been pleased to be able to serve its member companies in this way: the GS1 Global Traceability Assessment gives them the ability to act as a neutral outside party with the experience and the tools necessary to verify and, if necessary, correct traceability systems. In this way, they help ensure the safe flow of food-related information in the supply chain and help generate benefits in logistical efficiency.

#### About the GS1 Global Traceability Solution

GS1 is a not-for-profit organization that develops supply chain standards. Its Global Traceability Solution provides companies with a single traceability process to meet all safety requirements:



- GS1 Global Traceability Standard: a description of the traceability process, defining the minimum business requirements for companies to meet traceability regulations and how to correctly use the technical GS1 Standards with existing technology and information management tools.
- GS1 Global Traceability Assessment: a diagnosis based on a checklist of control points & compliance criteria developed to review traceability systems in place.
- GS1 Global Traceability Guidelines for specific sectors
- GS1 Training & implementation support by local GS1 Member Organizations

#### Contact Information :

- Interested in learning more about this case?  
Contact GS1 Chile : [info@gs1chile.org](mailto:info@gs1chile.org)
- Interested in the GS1 Global Traceability solution?  
Contact your local GS1 Member Organisation at [www.gs1.org/contact](http://www.gs1.org/contact) or look up [www.gs1.org/traceability](http://www.gs1.org/traceability)

With special thanks to :

