



Case study : Food Traceability

GS1 Traceability implementation between China and France

Traceability is an important concern for food manufacturers around the world, since there were some food quality and safety accidents in recent years, customers are concerned about food quality and safety and exporting companies are facing growing international pressure to prove that its food exports are safe to eat.

Traceability is a global concern for all manufacturers and given the increased concerns around overall safe food handling and manufacturing, the importance of global standards to enable today's food manufacturer's ability to track and trace the immediate links between sources and recipients, has become an important contributor to the overall quality and safety of the food products they deliver.

The Global Traceability Standard has been published by GS1 and is mainly used in Europe to support all national and European good flows. All goods imported to Europe coming from overseas countries and therefore from Asia such as China were traced manually at the delivery point. While the imports are growing, some difficulties to perform the retrievals / recalls processes may occur.

China has to face retrieval cases both in food and non food goods. China wanted to get a more secured process to achieve those retrievals / recalls and decided to apply for GS1 Global Traceability Standard.

Goals and Objectives

GS1 China helped Synbroad Ltd to set up a traceability system which enabled them to be compliant with GS1 Standards as implemented and rolled out in Europe in the food good flows.

Casino had already rolled out most of its French and European vendors in such standards and was looking to do so with its food imports from China.

Casino and GS1 believed in successful application of such standards for the benefit of customers.

Partners involved

The following parties were involved in the project facilitated by GS1 China:

Synbroad Ltd: it is a Chinese domestic food producer, with many years of business experience in manufacturing of canned fruit and vegetables. The company's principle is "quality+service+innovation". By following it, the company has successfully maintained its market position. Furthermore, Synbroad has built stable business relationship with many European retailers, being their reliable food supplier. More information on www.synbroad.com



CASINO Group: is a French retailer running more than 8 000 stores in France and 1500 stores abroad, mainly in South America and South East Asia (Thailand, Vietnam). The CASINO Group supports GS1 Standards as one of the founding member. CASINO Group is strongly involved in the traceability program in collaboration with numerous stores ranking from convenience store up to hypermarkets. **CASINO Group is also known as technology oriented in the use of Product Data.**

Solution provider

- Shandong Institute of Standardization (SDIS)
- Generix

Others:

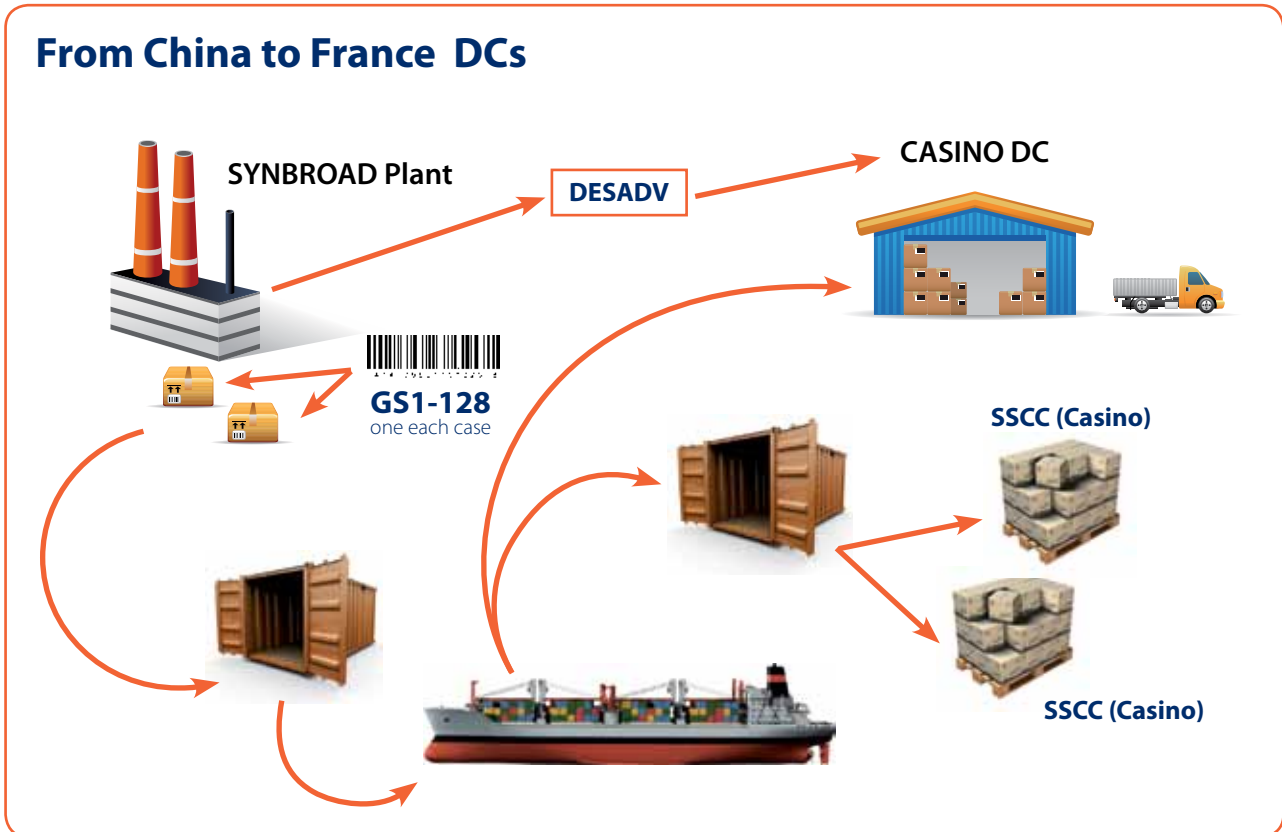
- GS1 GO: pilot initiator and standard consultant
- GS1 China: pilot holder, in charge of the planning, organizing, cooperating, implementing and control of the pilot
- GS1 France: standard consultant

Description of application

Synbroad Ltd identifies cases with an SSCC (Serial Shipping Container Code) and a GS1 logistic label carrying the Best Before date, Batch Number and consumer unit GTIN. When Synbroad Ltd loads cases in bulk into the container,

it scans the Logistic Label and generates a Despatch Advice at the end of the loading process. Synbroad Ltd sends this Despatch Advice to Casino using the service of an EDI VAN operator. Casino receives the container from Synbroad Ltd and palletizes the cases at the reception deck of its Distribution Center. During this process, Casino checks the cases using SSCC number against the Despatch Advice information and forms pallets carrying the traceability information retrieved from the Despatch Advice message and checked on the cases logistic label.

For each pallet Casino generates an SSCC and adds the traceability information received from the national vendors. With these details, the goods coming from Synbroad Ltd could follow the same retrieval / recall process as the local goods.



GS1 Standards used

- GTIN on all the final consumer packages
- SSCC for case and pallet identification
- GLN for supplier identification
- GS1-128 for carton labels carrying the traceability data like batch number , best before date, consumer unit GTIN and case SSCC

Benefits and Results

Improve traceability by making traceability information electronically available for interested parties , it is important for all parties in the chain to register all ingoing and outgoing traceable items electronically to be able to achieve transparency of the consumption and production of traceable items to ensure food safety all along the chain

- Compliance with the International Traceability Standards
- Automating all operational traceability process in the companies
- Strengthening Synbroad competitive compliancy to the European Food Law

Challenges and requirements

- Training and Learning on GS1 Standards (GS1-128, GS1 EANCOM® Despatch Advice)
- Identifying equipment to support the data flow exchanged (printers, EDI VAN(as support service))
- Assigning GLN to all the actors involved
- Reviewing the reception process in bulk containers to fulfill traceability requirements

Critical success factors

- Funding support from GS1 China
- High level sponsorship from both companies management
- Strong support from GS1 offices
- Communication and meetings with all the actors

Conclusion

The project confirmed the usability of the GS1 Standards at the global level and allowed to align internal processes of each company to the traceability requirements, keeping in mind that the more automatic it is, the more the benefits and safety for the customers it brings.



Investment and ROI

For CASINO

- Review of its reception process of container shipment and adapting the order number in the imports process
- Return on investment was achieved within few months

Next Steps

CASINO will finalise the review of its import process to fully align it to traceability requirements. CASINO will extend this process to other suppliers as soon as they acquire the knowledge and equipment to support standards. As China shows its professionalism in acquiring them, CASINO will focus first on this country with the help of GS1.

For China:

Promoting the international food traceability system to other Chinese export food companies, promoting GS1 traceability standards to Chinese food industry.

About GS1 Traceability

The GS1 Traceability solution provides powerful tool kit for implementing traceability in the supply chain based on the GS1 System of standards.

The **GS1 Global Traceability Standard (GTS)** defines the Traceability business process and the minimum data management requirements for all traceability systems independently from the technology. It enables companies to implement tracking and tracing of products as they move between companies, whatever the language and tools chosen by each stakeholder.

More info on the following link:

www.gs1.org/traceability





SSCC: The SSCC is the GS1 Identification Key for an item of any composition established for transport and/or storage which needs to be managed through the supply chain

GTIN: GTIN (Global Trade Item Number): GTIN helps automate the trading process basically buying and selling. GTINs are therefore assigned to any item (product or service) that may be priced, or ordered, or invoiced at any point in any supply chain

GLN: GLN (Global Location Number): GLN is the GS1 Identification Key for Locations. The GLN can be used to identify physical locations and legal entities where is a need to retrieve pre-defined information to improve the efficiency of communication with the supply-chain

More info on GS1 Keys on :

www.gs1.org/barcodes/technical/id_keys

GS1 eCom : This case study has demonstrated how important and crucial to implement GS1 eCom, the GS1 term for EDI.

GS1 eCom provides global standards for electronic business messaging. It allows automatic electronic transmission of business data between trading partners, combining it with the physical flow of goods. GS1 EANCOM used in this project is one of the most widely used EDI standards in the world.

More info on GS1 eCom , the GS1 term for EDI on :

www.gs1.org/ecom/implementation



Contact Information :

- Interested in learning more about this case? Contact GS1 China : info@ancc.org.cn or visit their website at www.gs1cn.org/GS1ChinaEN
- Interested in the GS1 Global Traceability solution? Contact your local GS1 Member Organisation at www.gs1.org/contact or look up www.gs1.org/traceability

With special thanks to :

