Asia-Pacific
Economic Cooperation

2012/SOM2/PPFS/016
Agenda Item: 3

An Overview of Global Standards in the Food Chain

Purpose: Consideration
Submitted by: ABAC, Hong Kong China

APEC RUSSIA 2012

Policy Partnership on Food Security Meeting
Kazan, Russia
28-29 May 2012

An Overview of Global Standards in the Food Chain

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Title: Director, Product & Consumer Safety, GS1 Global

MAY 2012, APEC PPFS KAZAN

PRESENTATION OBJECTIVES

1. TO PROVIDE AWARENESS OF GS1'S GLOBAL ROLE
2. TO DESCRIBE GS1 GLOBAL STANDARDS IN OPERATION
3. TO SHARE CURRENT GLOBAL INITIATIVES IN THE FOOD CHAIN
4. TO DISCUSS POSSIBLE COLLABORATIVE OPPORTUNITIES TO IMPROVE FOOD SAFETY AND FOOD SECURITY USING GLOBAL STANDARDS.

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ABOUT GS1

THE GLOBAL LANGUAGE OF BUSINESS

111
Member Org's.

1,500.000+
Member Companies

150+
Countries Served

2,000
staff

GS1 is a neutral not-for-profit organisation driven by its users, which facilitates collaboration to create more efficient, safer and sustainable value chains through global standards adoption.

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ABOUT GS1

TRUSTED BY BUSINESS & CONSUMERS

At least 6 billion barcodes are read every day, all over the world

Universally recognized barcode found on virtually every consumer product in the world

It has changed the world !

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ABOUT GS1

GLOBAL STANDARDS

GS1 brings together stakeholders representing all parts of the supply chain

Provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and government and the improvement of people's lives, everyday, everywhere

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HOW GS1 HELPS TODAY

GS1 STANDARDS ADDRESS CORE NEEDS

Efficiency
Visibility
Safety
Collaboration
Sustainability
Transparency
Reduce Cost
Anti Counterfeit
Optimize Assets
Enhance Security
Global Standards
Recall

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APEC OPPORTUNITY

THE ISSUE

FOOD SECURITY & FOOD SAFETY

APEC Shared Goal 2: Facilitation of Investment, Trade and Markets

"Food security cannot be achieved without stable, efficient and equitable distribution systems that can deliver food to the whole population. In this regard, APEC economies should work together to facilitate improved agricultural trade, maintain reliable markets, enhance the business environment and ensure food safety in the region in cooperation with key stakeholders"

"Two-Thirds of APEC economies' food trade is with other APEC member economies"

APEC ABAC

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THE OPPORTUNITY

GLOBAL STANDARDS TO IMPROVE SUPPLY CHAIN EFFICIENCY

Improving trade-related transparency across APEC countries could increase intra-APEC trade by approximately $148B or 7.5% of the baseline trade in the region.	The gains from a 0.55% improvement in port efficiency, or a 5.46% improvement in customs efficiency would increase intra-APEC trade by $27B.
World Bank Report	**Center for Intl. Economics**

"A one-day delay in Exports leads to a 1% loss in Export value"
International Finance Corporation

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GS1 COLLABORATION TODAY

ABOUT GS1

GS1 IS STRUCTURED FOR CROSS-BORDER AND GLOBAL COLLABORATION

Our federated organization model is conducive to reconciling the diverse needs and interests of national and regional regulators while establishing a globally accepted language for the exchange of supply chain information

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ABOUT GS1

INDEPENDENT, NEUTRAL AND COLLABORATIVE

World Health Organization

ISO

cen

NATO OTAN

OECD

European Commission

WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES

UNECE

UN/CEFACT

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GS1 INITIATIVES IN FOOD & RETAIL

ABOUT GS1

GLOBAL FOOD CHAIN INITIATIVES

GS1 B2C Initiative is helping Brands meet the demands of the **digital consumer**, providing access to **trusted product information**

GS1 EPCglobal standards for RFID are providing the visibility & enhanced security needed to achieve **100% inventory accuracy,** to track food **from farm to fork**, helping to combat supply chain and retail **theft** and reduce risk of **counterfeiting**

GS1 Fresh Foods initiative is bringing bar-coding to fresh foods with the GS1 DataBar, helping **reduce spoilage** and inefficiencies along the food chain

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ABOUT GS1

GLOBAL FOOD CHAIN INITIATIVES

GS1 Order-to-Cash is allowing companies to optimize and automate their **order, dispatch** and **invoice** processes with eCom/EDI

GS1 Traceability Solution is ensuring companies will be able to meet **regulatory needs** concerning the traceability of products and food along the extended supply chain

GS1 Recall Standards will help companies identify & recall products faster reducing the risk of consumer harm

GS1 Sustainability aims at helping trading partners share **sustainability-related information** about their products for their sustainability initiatives

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CASE STUDIES

MEETING THE NEEDS OF THE DIGITAL CONSUMER

WHERE GS1 HELPS TODAY

VERIFY HALAL CERTIFICATION IN MALAYSIA

IFRC ASIA
ISLAMIC FOOD RESEARCH CENTRE
MALAYSIA & ASIA REGION

CERTIFICATE OF HALAL PRODUCTS

This is to certify that the products described below are produced in accordance with Islamic Guidelines and under supervision of **Islamic Food Research Centre (IFRC) - Malaysia & Asia Region**. The product contains **Halal ingredients** and complies with the Shariah Law, therefore is lawful for Muslim consumption.

Company Name: **UPTREND NETWORK SDN. BHD. (587955-U)**
Wisma UptrendDa
B-29, Jaya One, Jalan Universiti
46200 Petaling Jaya, Selangor Darul Ehsan.

Plant Address: **BIOCERA CO., LTD.**
A-610 Bundang Techno Park,
150, Yatap-Dong, Bundang-Gu Seongnam-Si,
Gyeonggi-Do, Korea

Product(s):
1. **Biocera BCW-300 Anti-Oxidant Alkaline Water Purifier**
2. **Biocera Anti-Oxidant Water Jug**

This certificate bearing certificate # IFRC/HE-436/09 issued on August 10, 2009 is valid for ONE Year, until August 9, 2010 and renewable yearly.

Hj. Abdullah Fahim Hj Ab Rahman
Halal Supervisor

"May Allah (swt) bless those who do not abuse the trust of others"

A Member of World Halal Council

Malaysia consumers use their mobile phones or computer to verify if a products is halal-certified

- Service live since 2007
- Consumers send bar code number via SMS and receive response with halal-certification status
- GS1 worked closely with government certification body (JAKIM)

GS1 Malaysia

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WHERE GS1 HELPS TODAY

VERIFY FOOD TRACEABILITY IN CHINA

Mobile application to access food traceability information

- Consumers scan barcode and enter “Batch/Lot” number printed on packaging
- GS1 is trusted source and enabler working with Chinese Government

GS1 China

INSPIRY 意锐

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WHERE GS1 HELPS TODAY

VERIFY FOOD ALLERGENS IN AUSTRALIA

Mobile application to check for allergens in food products

- Consumers with iPhones can access detailed product information including allergens such as wheat, egg, peanuts and shellfish
- In line with Department of Health and Ageing and Australian Food and Grocery Council (AFGC) plans for "extended food labeling"
- Pilot limited to Nestlé products in Australia

Deakin University · Nestlé Good Food, Good Life · GS1 Australia

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WHERE GS1 HELPS TODAY

VERIFY AUTHENTICATION IN HONG KONG

Hong Kong Product information and authentication portal

- Over 1 million products listed
- Extensive product information including its shelf life, country of origin, ingredients, packaging, images, and certifications and test reports

GS1 Hong Kong

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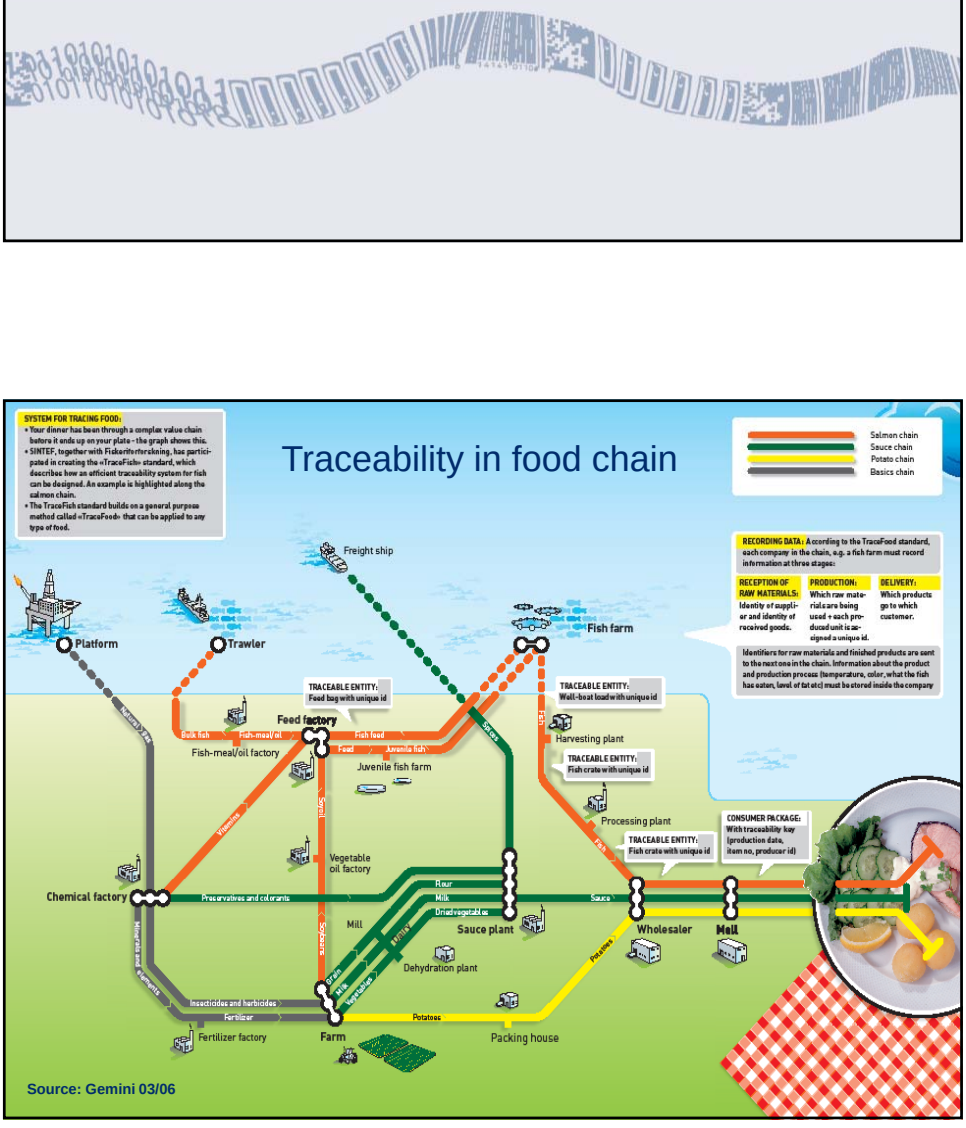
THE OPPORTUNITY

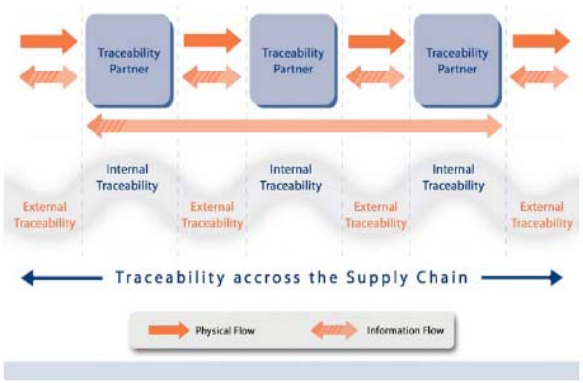
GLOBAL FOOD SUPPLY CHAIN CAN BE COMPLEX



WHERE GS1 HELPS TODAY

GS1 STANDARDS ENABLE EFFECTIVE TRACEABILITY & RECALL CAPABILITY

GS1 Standards are enablers for improved Food Safety & Food Security



GS1 BarCodes GS1 eCom GS1 GDSN GS1 EPCglobal

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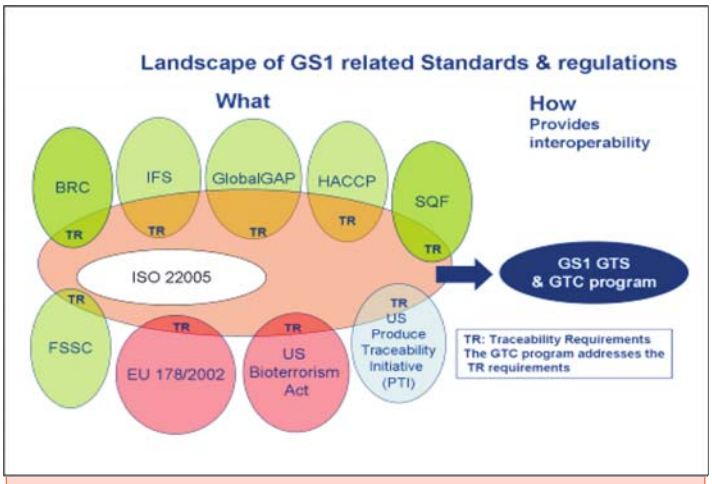
WHERE GS1 HELPS TODAY

GS1 STANDARDS (HOW-TO) SUPPORT FOOD SAFETY STANDARDS (WHAT)



Relationship with other Traceability & Food Safety Standards & Best Manufacturing Practices

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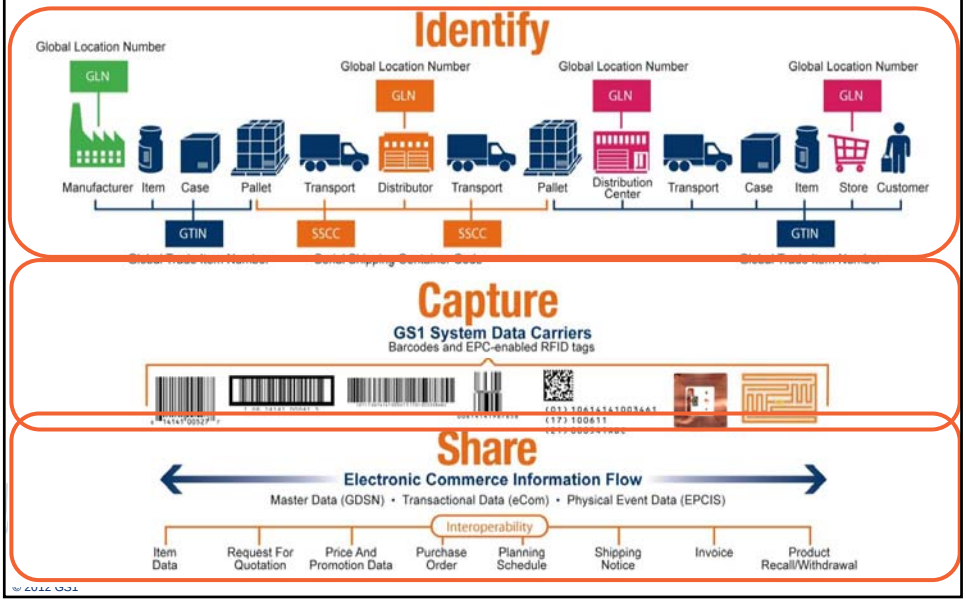
THE OPPORTUNITY

GLOBAL STANDARDS ARE ENABLERS FOR ACTIONABLE VISIBILITY AND TRANSPARENCY

HOW GS1 HELPS TODAY

GS1 STANDARDS ENABLE ACTIONABLE VISIBILITY & TRANSPARENCY IN GLOBAL SUPPLY CHAINS



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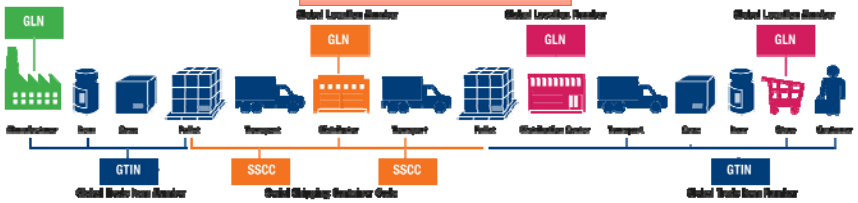
HOW GS1 HELPS TODAY

GS1 STANDARDS ENABLE VISIBILITY & TRANSPARENCY IN SUPPLY CHAINS

GS1 Identification Keys



Companies
- GS1 Company Prefix
- Global Location Number (GLN)
- Electronic Product Code (EPC) Manager Number

Product
- Global Trade Item Number (GTIN)
- Serialized Global Trade Item Number (SGTIN)

Services
- Global Service Relation Number (GSRN)
- Global Document Type Identifier (GDTI)

Location
- Global Location Number (GLN)
- Serialized Global Trade Item Number (SGTIN)

Pack, Case, Pallet
- Global Trade Item Number (GTIN)
- Serialized Global Trade Item Number (SGTIN)
- Serial Shipping Container Code (SSCC)

Assets
- Global Individual Asset Identifier (GIAI)
- Global Returnable Asset Identifier (GRAI)

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SUMMARY

Collaboration is critical to create more efficient, safer and sustainable value chains

Global standards adoption helps to;

- ✓ Boosts business confidence & drive growth
- ✓ Reduce costs & drive supply chain efficiencies
- ✓ Enhances Traceability & Recall of unsafe foods
- ✓ Enables Interoperability between all stakeholders
- ✓ Drives supply chain visibility & improved transparency

Enables improved outcomes in Food Safety & Food Security

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THANK YOU

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