



1st EU Fresh INFO Forum 4th December 2014

Follow the Data Roundtable

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Falk Nieder European EPC Competence Centre
Marc Steins and Tim Sadowski GS1 Germany





Information is not Power, Sharing Information is the Real Power

Follow the Data Roundtable

Agenda

GS1 and Sustainability

- Information Services B2B2C: ProxiProduit

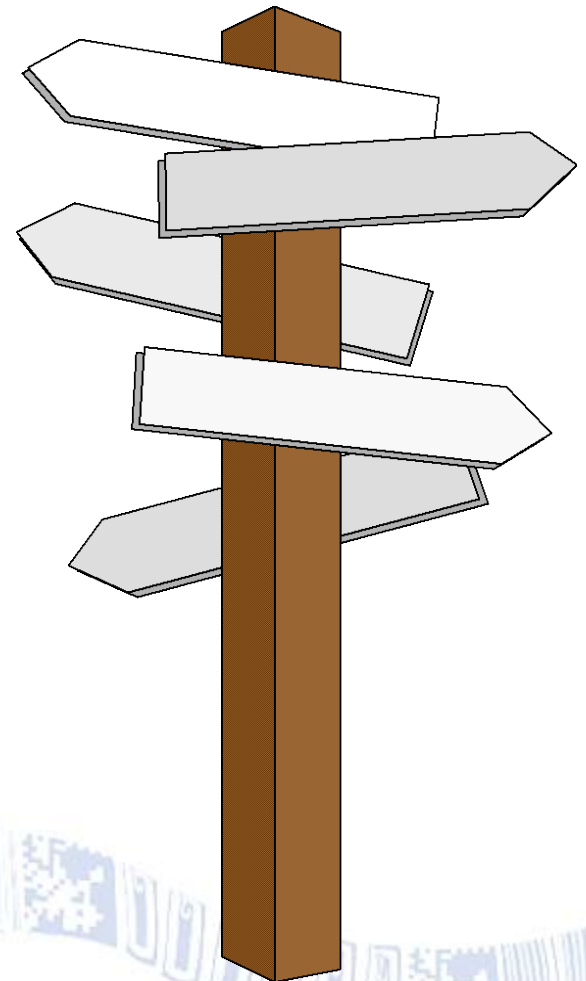
Distributed Fresh Data

- Falk Nieder European EPC Competence Centre

Use Case for Fresh

- Marc Steins and Tim Sadowski GS1 Germany

Discussion





GS1 and Sustainability

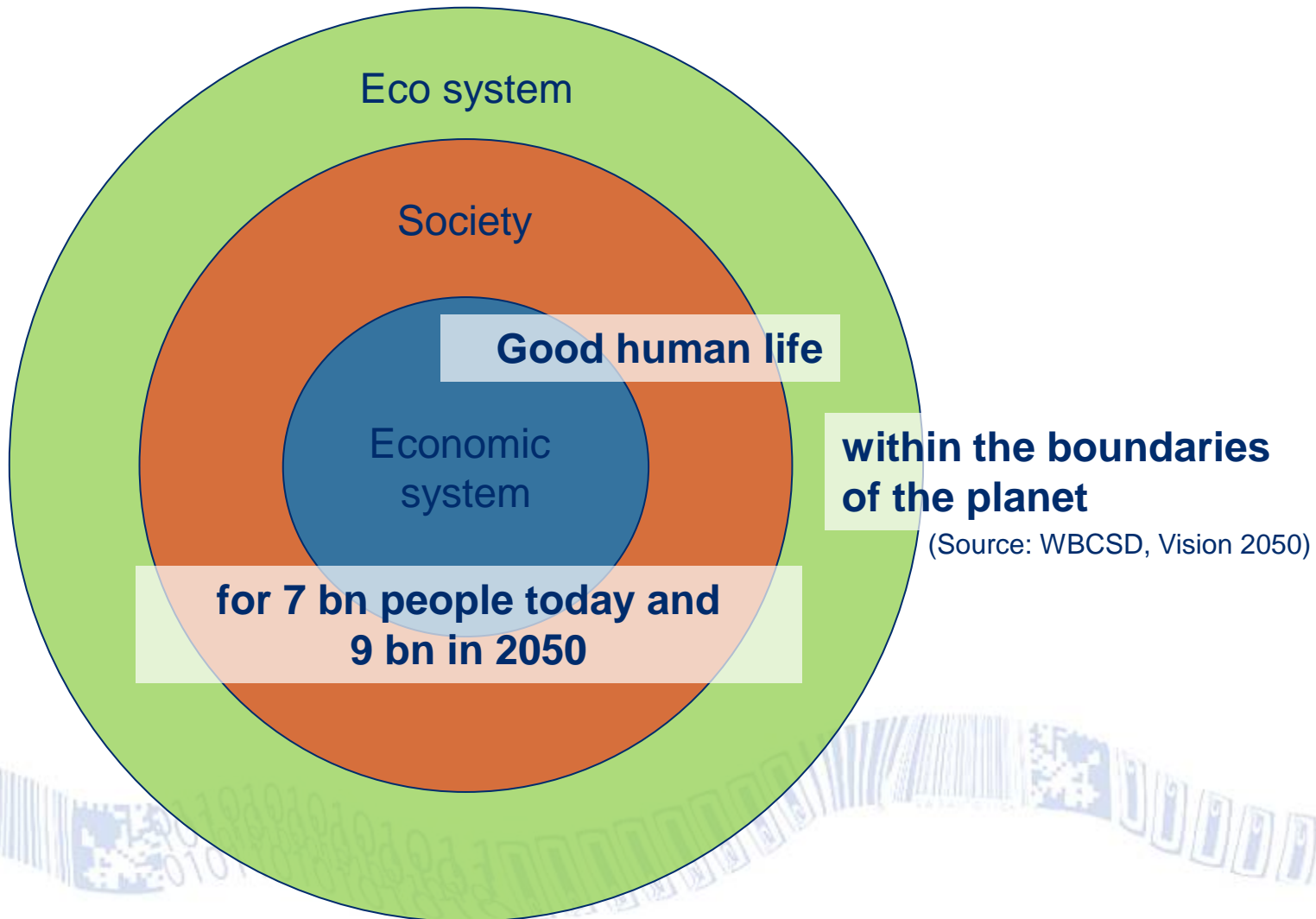
**Registry and Information Services
B2B2C**

**A COMMUNICATION PLATFORM FOR
ENVIRONMENTAL LABELLING OF
FMCG PRODUCTS**



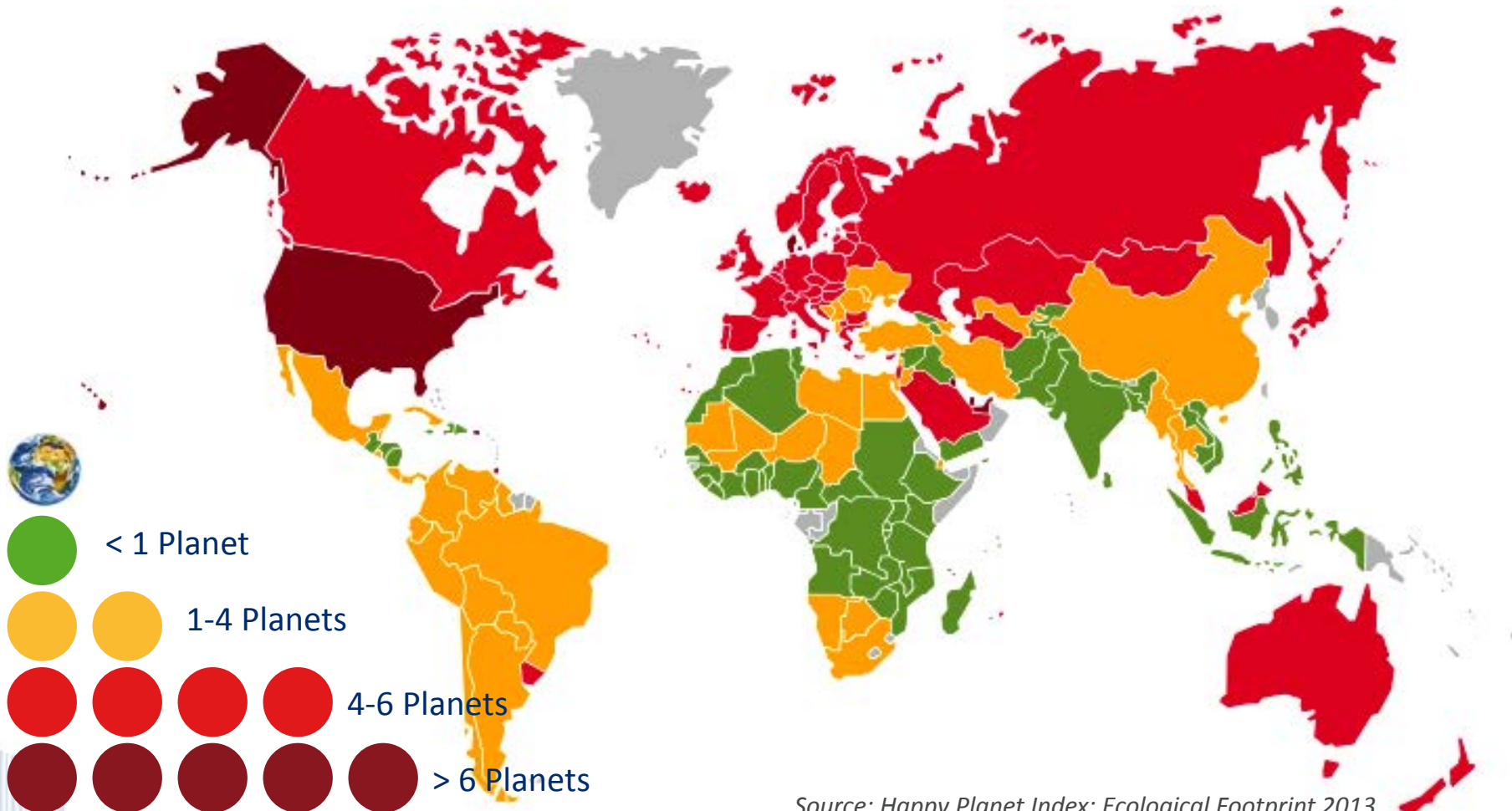


What is sustainability?





... within the boundaries of the planet



Source: Happy Planet Index: Ecological Footprint 2013



Sustainability issues and trends

- World food production needs to be increased by 70% if we are to feed the 9bn population in 2050
- Today Food Loss & Waste amounts to 33% of all food produced
- Agriculture accounts for 80% of all water used
- Sustainability is a key challenge for the food sector
- Consumers, retailers, regulators and other stakeholders are all seeking trusted information about the sustainability of products
- Traceability, provenance and trusted data are key requirements for every product especially Fruit and vegetables



The role of GS1's Standards, Services and Solutions

- B2B and B2C data communications
- Traceability – provenance/chain of custody
- Supporting farm level data collection and transmission along the value chain
- Unique Farm ID – UNGC Global Farm Registry



ENVIRONMENTAL LABELLING



- Access by scanning the barcode
- Quantitative and qualitative display information
- Multi-criteria
- Display format common to all companies
- Possible usage of the images and vocabulary defined by the ILEC



GREEN-
HOUSE
EFFECT



WATER



BIODIVERSITY



NATURAL
RESOURCES

is just a platform, it is not a calculation tool !!

INDICATORS BY THEME



GREEN HOUSE EFFECT

Green House gases
emissions

Carbon footprint

Energy consumption



WATER

Impact on the oxygen
in the water

Water footprint

Water consumption



BIODIVERSITY

Impact on wildlife

Utilised farming area



NATURAL RESOURCES

Depletion of natural
resources



Thank you!

Questions?





For more information



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