



The Global Language of Business

#### GS1 Agriculture

#### (Also) Focus on the first mile

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**1** Introduction GS1 (agriculture)

- 2 Our drive and ambition
- **3** GS1 standard identifiers in agriculture
- **4** The *new* GLN registry in the making...

# **GS1 (Agriculture)**

Introduction



#### Introduction GS1 | History



#### farms.

A QR code on the packaging uses the GS1 Digital Link standard which allows customers to learn more about the provenance of the product, receive a confirmation that what they have purchased is in fact a genuine can of Friso infant formula.

TrackEasy was launched in Hong Kong during August 2019 and was further rolled out globally in Mainland China, Southeast Asia and Europe.





#### Original focus on 'last mile' (retail/logistics)

- 1974: first Retail barcode-scan (USA)
- 1976: Albert Heijn establishes EAN Nederland
- 1977: first Retail barcode-scan (NL)
- 2005: EAN (EU) and UPC (US) → GS1
- 2021
  - 118 Member Organisations (MO's) worldwide
  - Data standards, Products, Services, incl. EDI messages & barcodes.
  - 12 'globally unique' GS1 ID keys
  - 6,000,000,000 retail barcode scans/day
  - °GS1 Agriculture

#### Focus on 'first mile' (input/upstream)



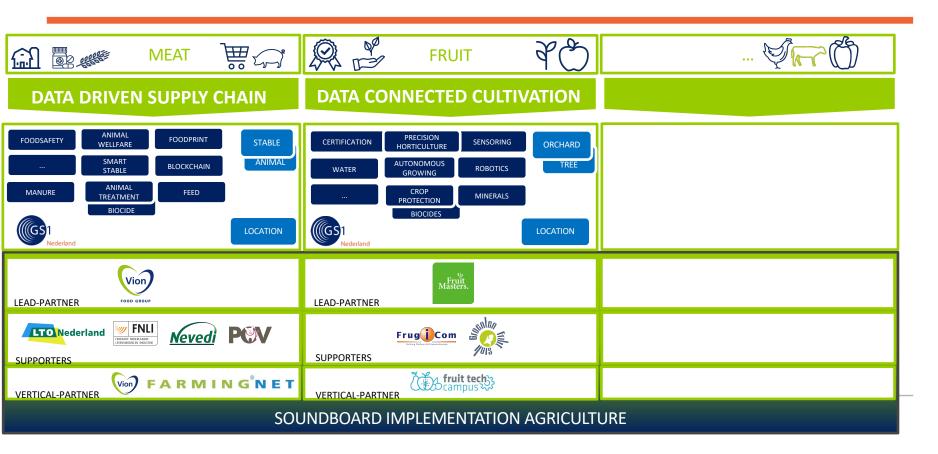
#### Introduction GS1 Agriculture | New (Tailored) Sector (Strategy)



#### **NINO : National Identification is No Option**

The Global Language of Business

#### GS1 Agriculture | Verticals & Pilots together with FRESH HIM UPSTREAM



### Our Drive and Ambition? The bigger picture



#### What's driving us?



#### What's driving us? | Use Cases in (sustainable) Agriculture

- CORPORATE SOCIAL RESPONSIBILITY
- (CIRCULAR) FOOD SYSTEMS
- FOOD WASTE
- CROP PROTECTION PRODUCTS
- MANURE / NITROGEN REGISTRATION

FRESH IN UPSTREAM

- EXPORT/IMPORT
- INDUSTRY ALERTS
- BIOCIDES
- ANIMAL MEDICINES
- ANIMAL WELFAIR
- LOCAL SOURCING
- CO2 FOOTPRINT
- CERTIFICATION
- TRACEABILITY



#### Use Cases in (sustainable) Agriculture | What in common?

Barn 1 - Cows

GLN-9 6 6

5

Barn 2 - Pigs

GLN-10

m

GLN-12 Field 1: Lettuce

\$ \$ \$

GLN-11 Apple Orchard

 $\mathbf{G}$ 

GLN-6

**Plant Protection** 

Product Storage

GLN-7 21 22 23

H

Fruit Storage

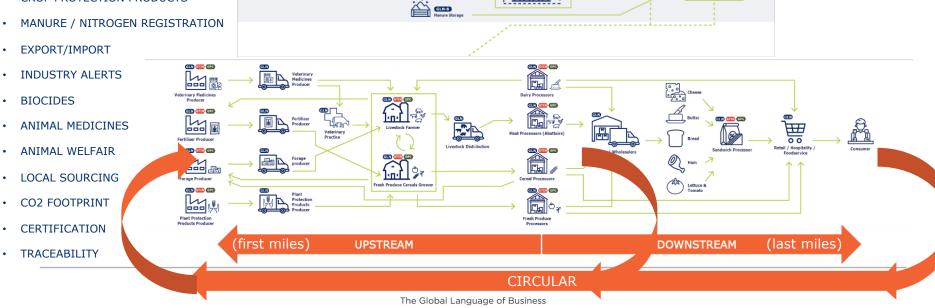
Water Forage 🕢

P

GLN-5

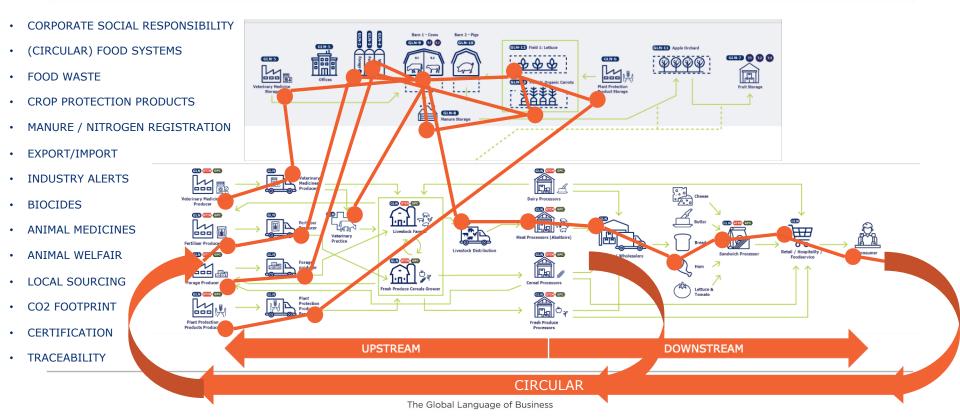
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- CORPORATE SOCIAL RESPONSIBILITY •
- (CIRCULAR) FOOD SYSTEMS
- FOOD WASTE
- CROP PROTECTION PRODUCTS
- MANURE / NITROGEN REGISTRATION
- EXPORT/IMPORT ٠



### Use Cases in (sustainable) Agriculture | What in common?

Product journeys, at different levels throughout the Agricultural & Food Supply Chains

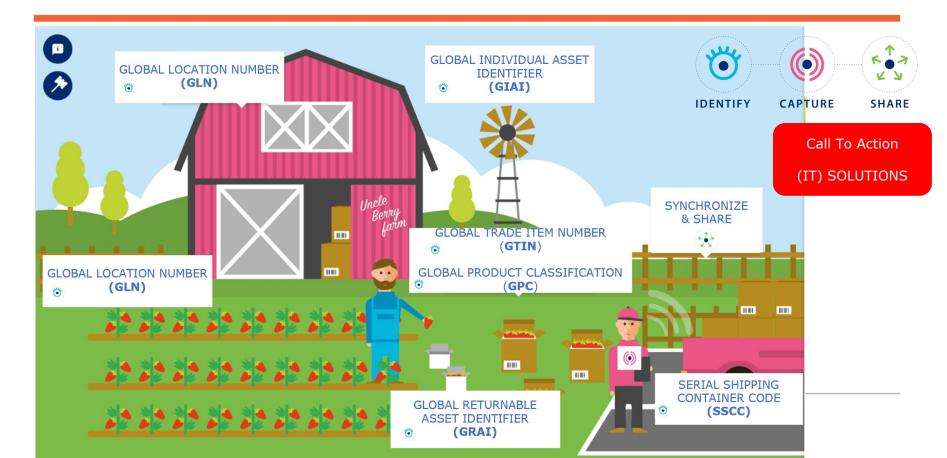


# **GS1 Standard Identifiers in Agriculture**

#### enable connecting the dots ... improve interoperability in the (global) supply chains...



#### GS1 standards in agriculture



#### GS1 standards in agriculture | GLN



#### GS1 standards in agriculture | GLN + GIAI



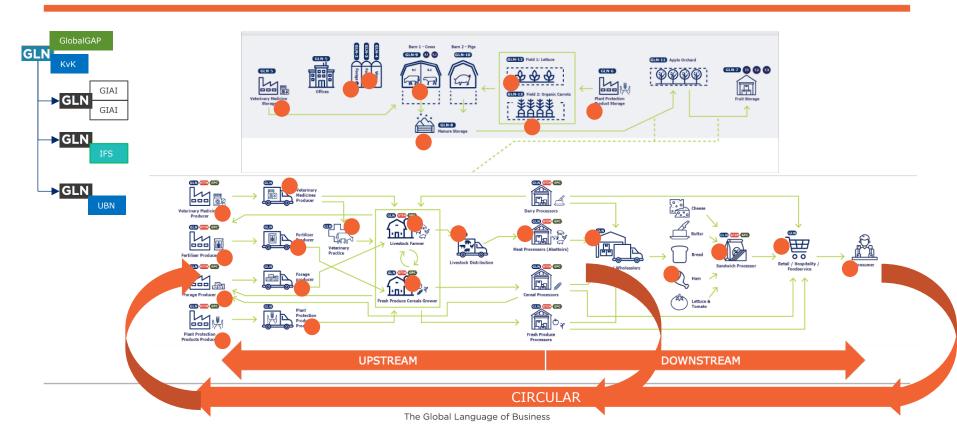
## The new GLN registry

WHY?



#### WHY? Trusted nested, extended\* registry of (agricultural) locations

\*linking other sources of data



#### WHY? Improve location information sharing in the Supply Chain

# Simplified data-sharing process

Reduced time and costs to gather party/location information

A **cost & time saver** to users who need party/location data and cannot go through all the local tools operated by MOs





A **data gateway** for companies who need to publish party/location information to business partners and unknown party (customs, regulators, auditors, n-tier partner...)



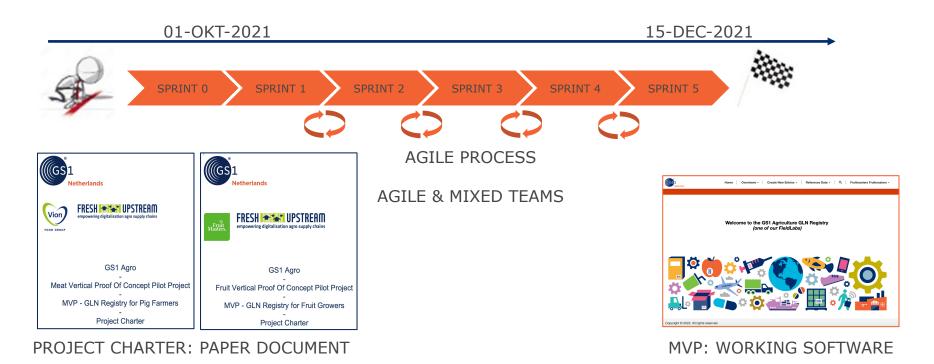
An **accurate and reliable source** of party/location information giving companies control over their data



#### The new GLN registry We started with a pilot MVP...



#### Started with a Pilot MVP | Agriculture GLN Registry





#### Started with a Pilot MVP | Agriculture GLN Registry

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#### The new GLN registry MMP & Production system in the making...local and global



#### MMP in the making ... | (Agriculture) GLN Registry





# **Questions ?**

