



Role of Food Supply Chain in Ensuring Food Safety

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PRESENTATION OBJECTIVES

1. TO PROVIDE UNDERSTANDING OF GS1
2. TO DESCRIBE HOW TO USE GS1 GLOBAL STANDARDS
3. TO SHARE THE CURRENT STATE FOR THE INDUSTRY
4. TO SHARE CURRENT GLOBAL INITIATIVES IN THE FOOD CHAIN
5. TO DISCUSS POSSIBLE COLLABORATIVE OPPORTUNITIES TO IMPROVE FOOD SAFETY USING GLOBAL STANDARDS.





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.



ABOUT GS1

THE GLOBAL LANGUAGE OF BUSINESS

Membership Profile of GS1 Hong Kong



RALPH LAUREN

L'ORÉAL

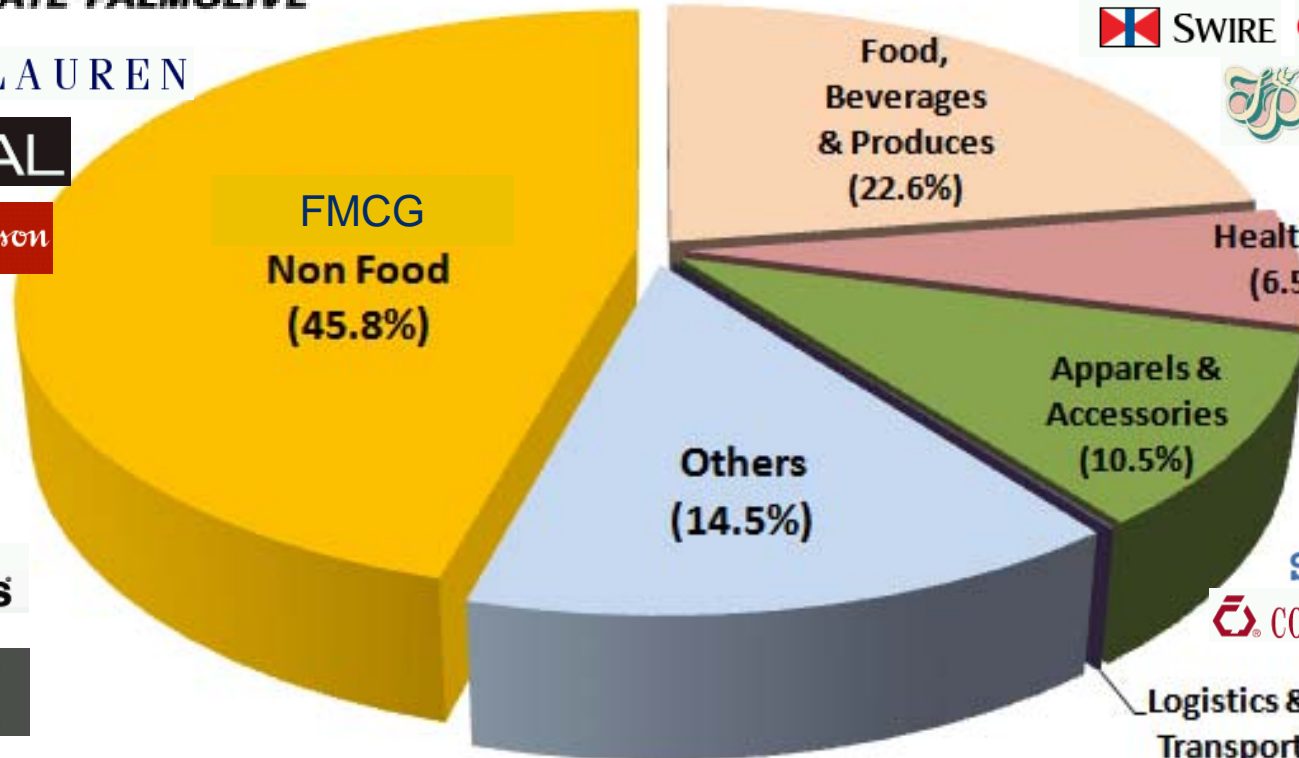
Johnson & Johnson

EPSON
EXCEED YOUR VISION



adidas

O.P.I



- Apparel 350+
- FMCG 1,000+
- Food 900+
- Toys 450+

**Total
6,000+**



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 !





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



GS1 STANDARDS ADDRESS CORE NEEDS

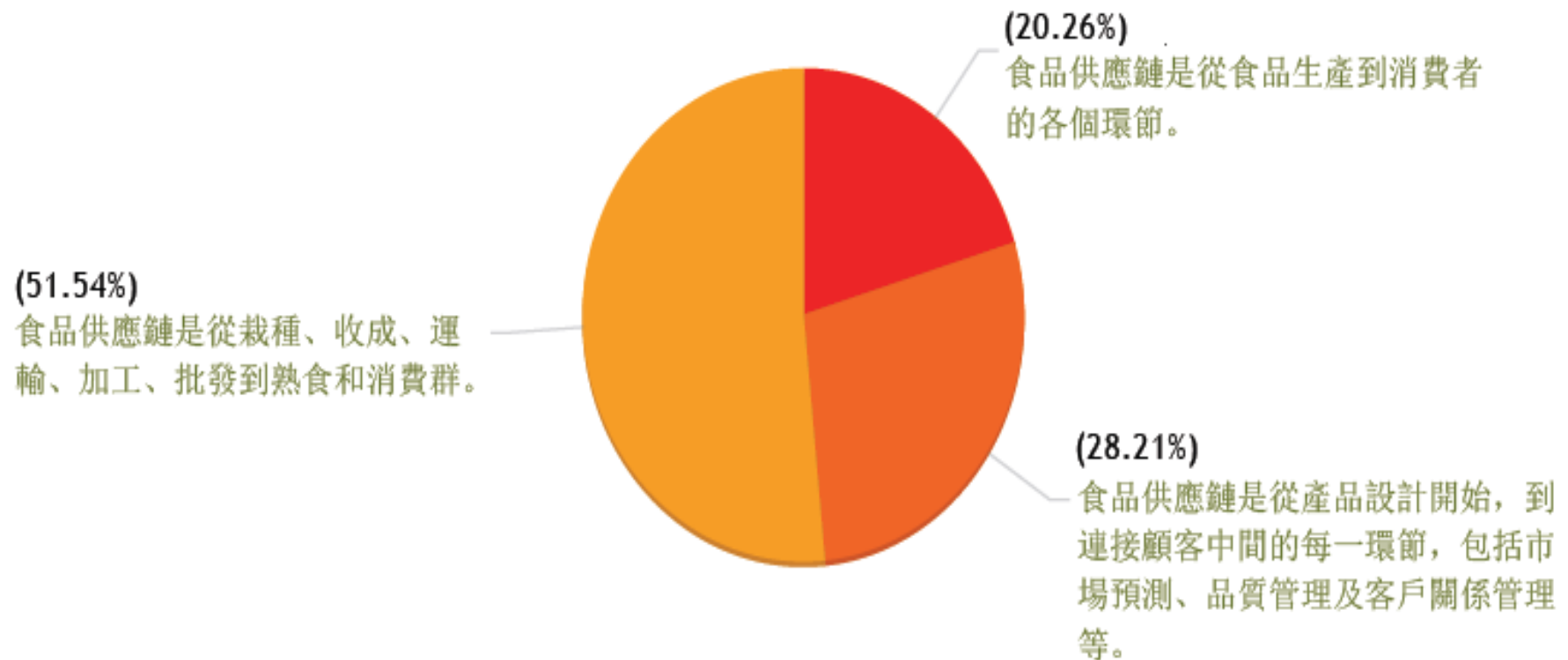


THE FOOD CHAIN TODAY



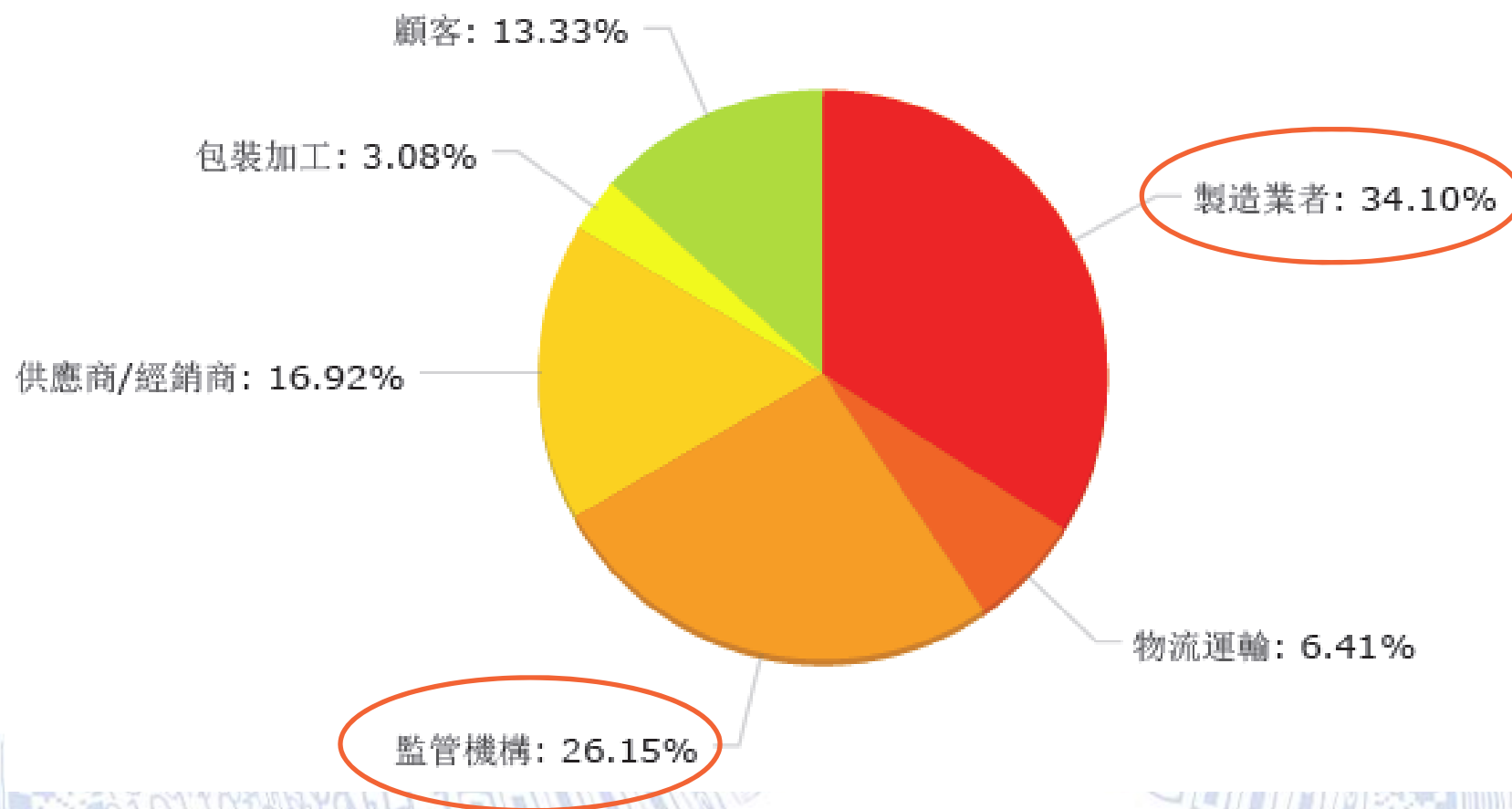
DEFINITION OF FOOD CHAIN

什麼是食品供應鏈？



Source: 2013八月 智「食」相傳－食品供應鏈問卷調查

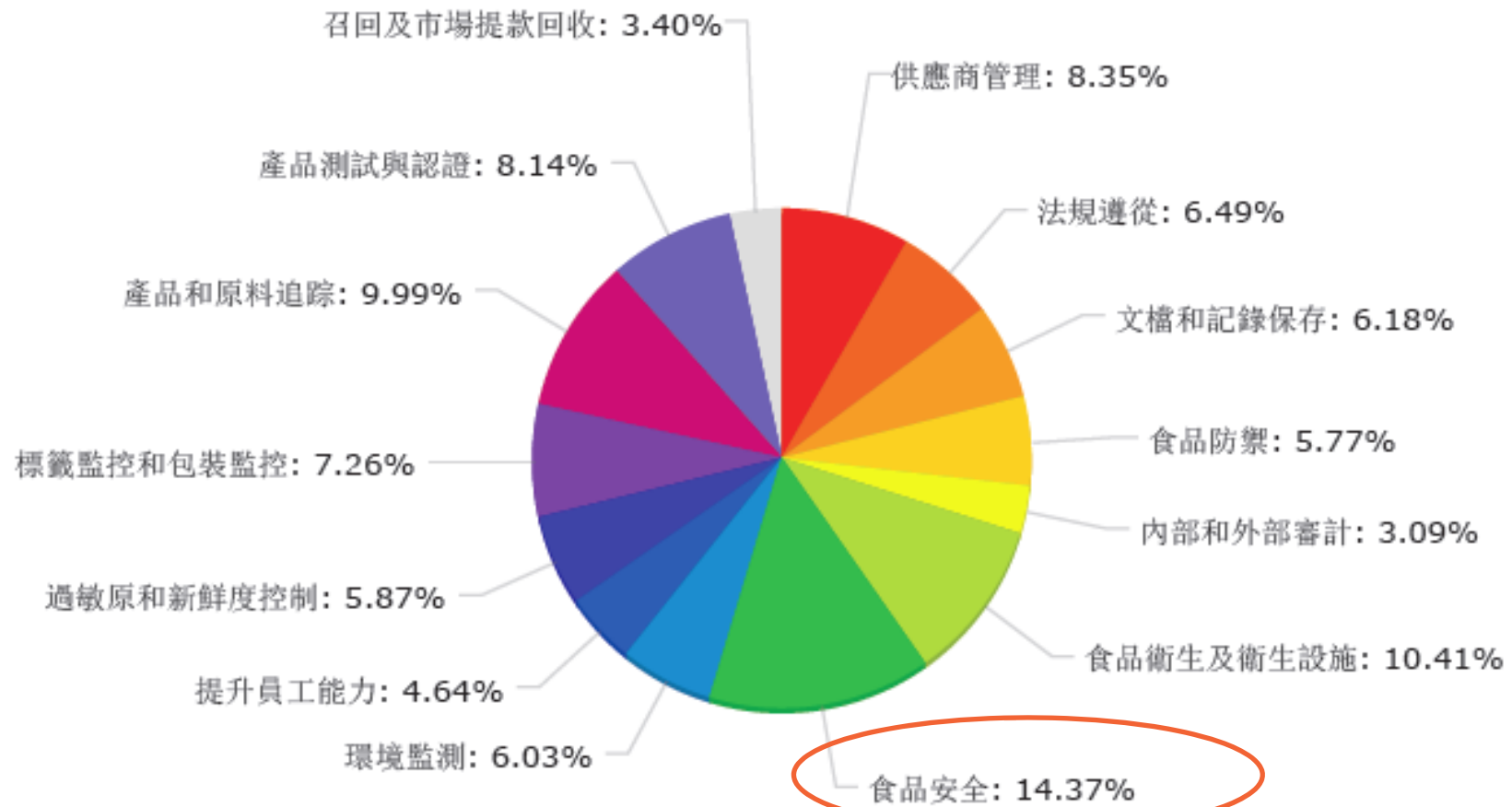
誰在食品供應鏈擔當最重要的角色？



Source: 2013八月 智「食」相傳－食品供應鏈問卷調查

ABOUT UNDERSTANDING DEFINITION OF FOOD CHAIN

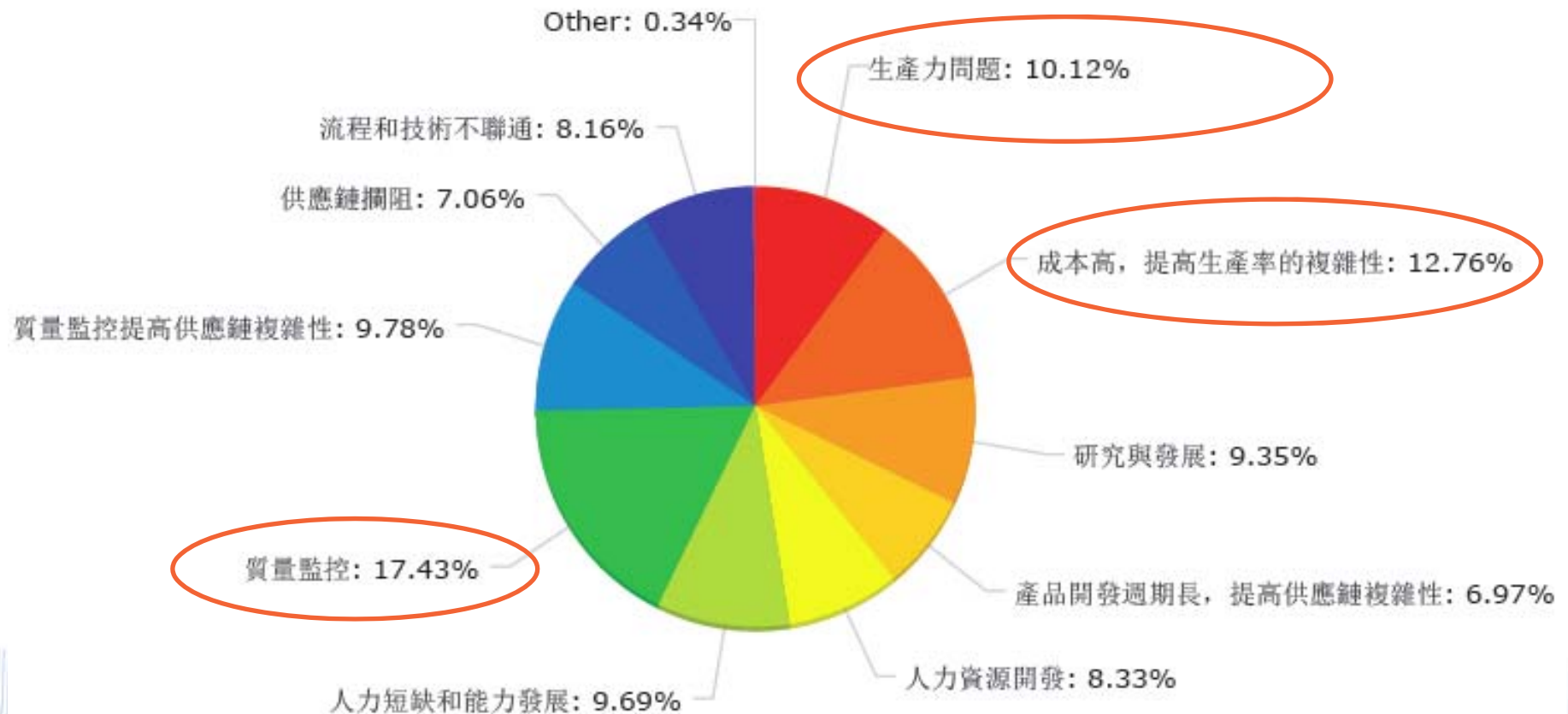
食品供應鏈中最重要的目的是什麼？



Source: 2013八月 智「食」相傳－食品供應鏈問卷調查

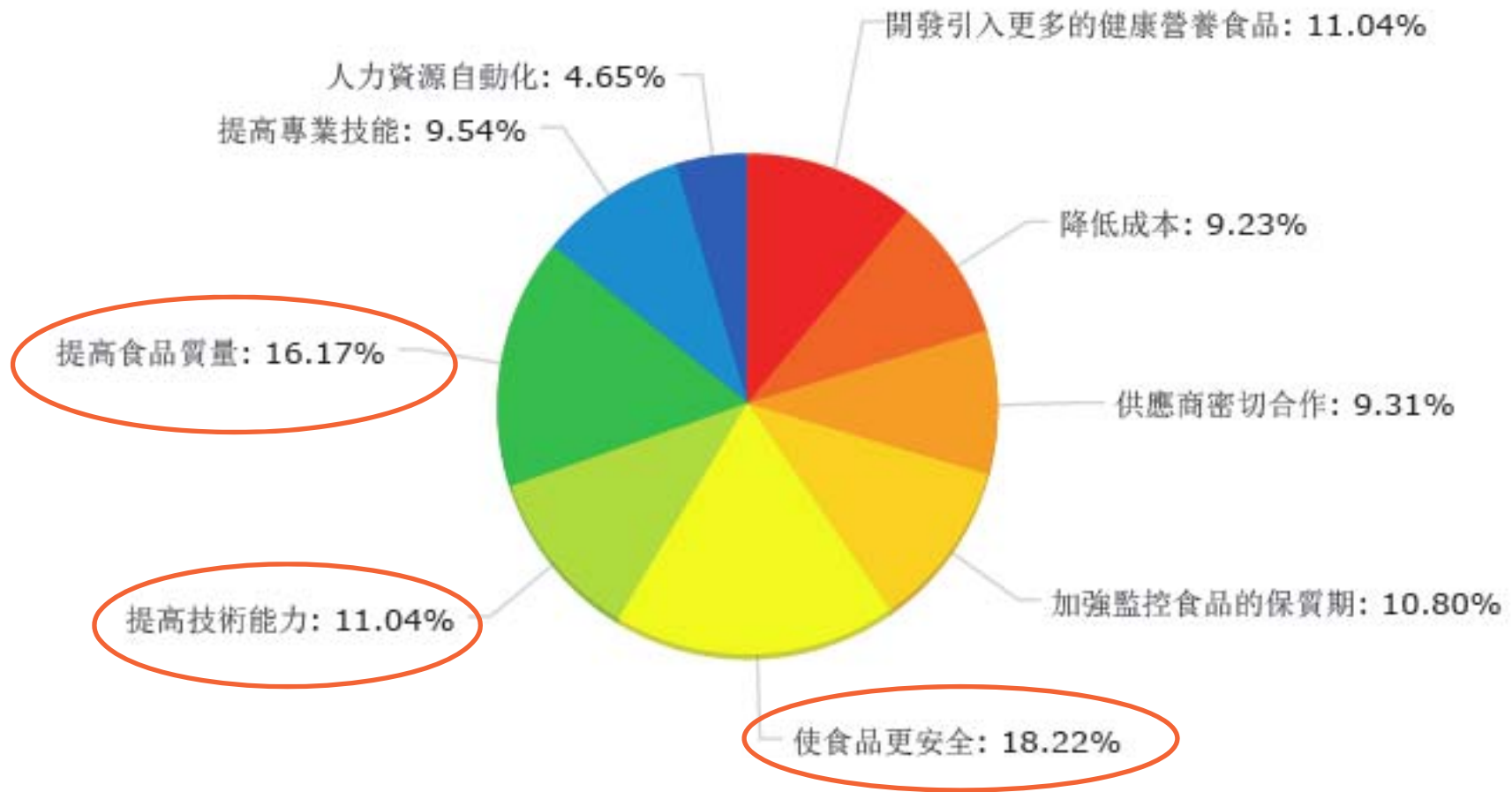
DEFINITION OF FOOD CHAIN

現在食品行業的挑戰是什麼？



Source: 2013八月 智「食」相傳－食品供應鏈問卷調查

未來食品行業的發展如何？



Source: 2013八月 智「食」相傳－食品供應鏈問卷調查



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



ABOUT GS1

INDEPENDENT, NEUTRAL AND
COLLABORATIVE



World Health Organization



WORLD CUSTOMS ORGANIZATION
ORGANISATION MONDIALE DES DOUANES





GS1 INITIATIVES IN FOOD CHAIN





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



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

CASE STUDIES

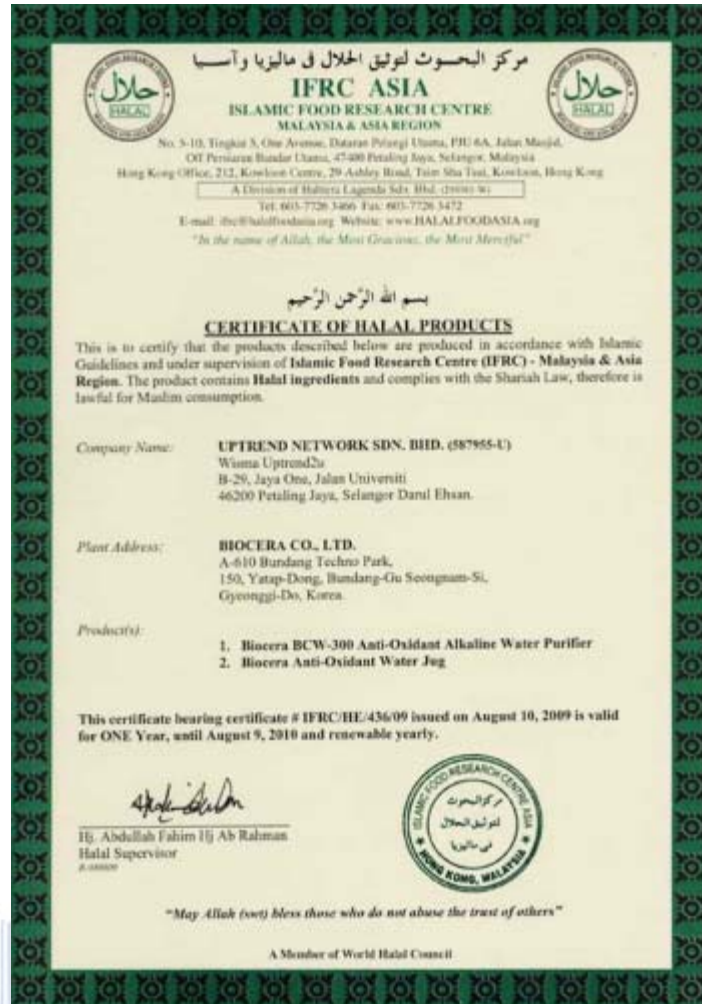
MEETING THE NEEDS





WHERE GS1 HELPS TODAY

VERIFY HALAL CERTIFICATION IN MALAYSIA



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)





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

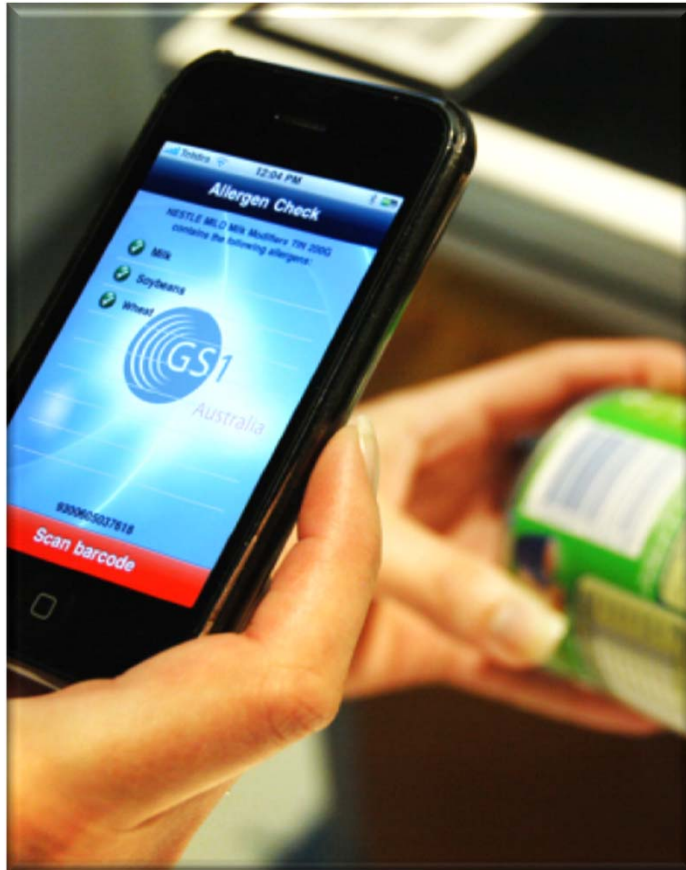


INSPIRY 意锐



WHERE GS1 HELPS TODAY

VERIFY FOOD ALLERGENS IN AUSTRALIA



Mobile application to check for allergens in food products

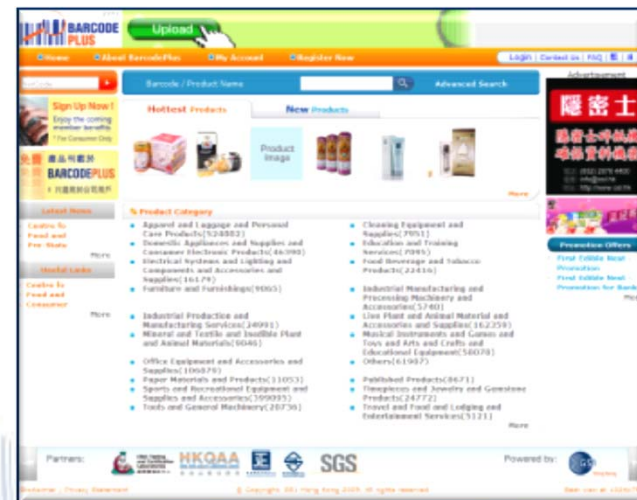
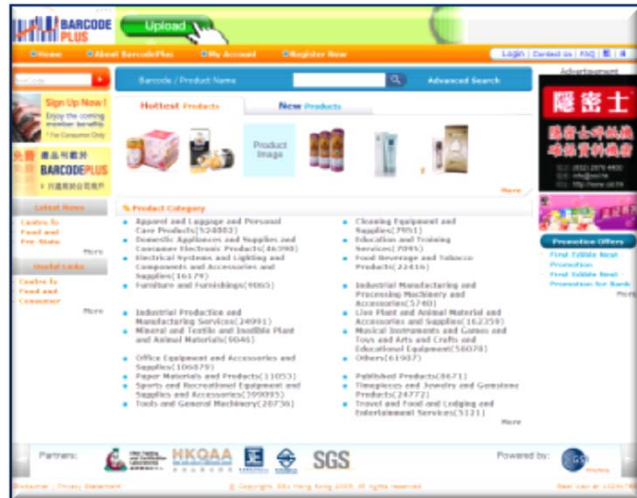
- Consumers with iPhones can access detailed product information including allergens such as wheat, egg, peanuts and shellfish
- In line with Department of Health and Ageing and Australian Food and Grocery Council (AFGC) plans for "extended food labeling"
- Pilot limited to Nestlé products in Australia





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





WHERE GS1 HELPS TODAY

VERIFY AUTHENTICATION IN HONG KONG





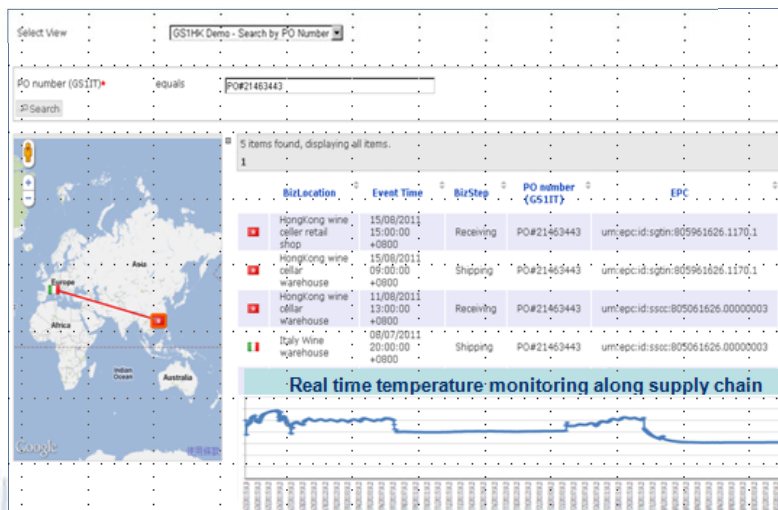
WHERE GS1 HELPS TODAY

VERIFY FOOD QUALITY IN HONG KONG



Hong Kong Product information and Traceability portal

- Over 1 million products listed
- Real-time monitoring temperature and humidity
- Company can scan product barcode for retrieving quality information





THE OPPORTUNITY

GLOBAL FOOD SUPPLY CHAIN CAN BE COMPLEX



SYSTEM FOR TRACING FOOD:

- Your dinner has been through a complex value chain before it ends up on your plate - the graph shows this.
- SINTEF, together with Fiskeriforskning, has participated in creating the «TraceFish» standard, which describes how an efficient traceability system for fish can be designed. An example is highlighted along the salmon chain.
- The TraceFish standard builds on a general purpose method called «TraceFood» that can be applied to any type of food.

Traceability in food chain



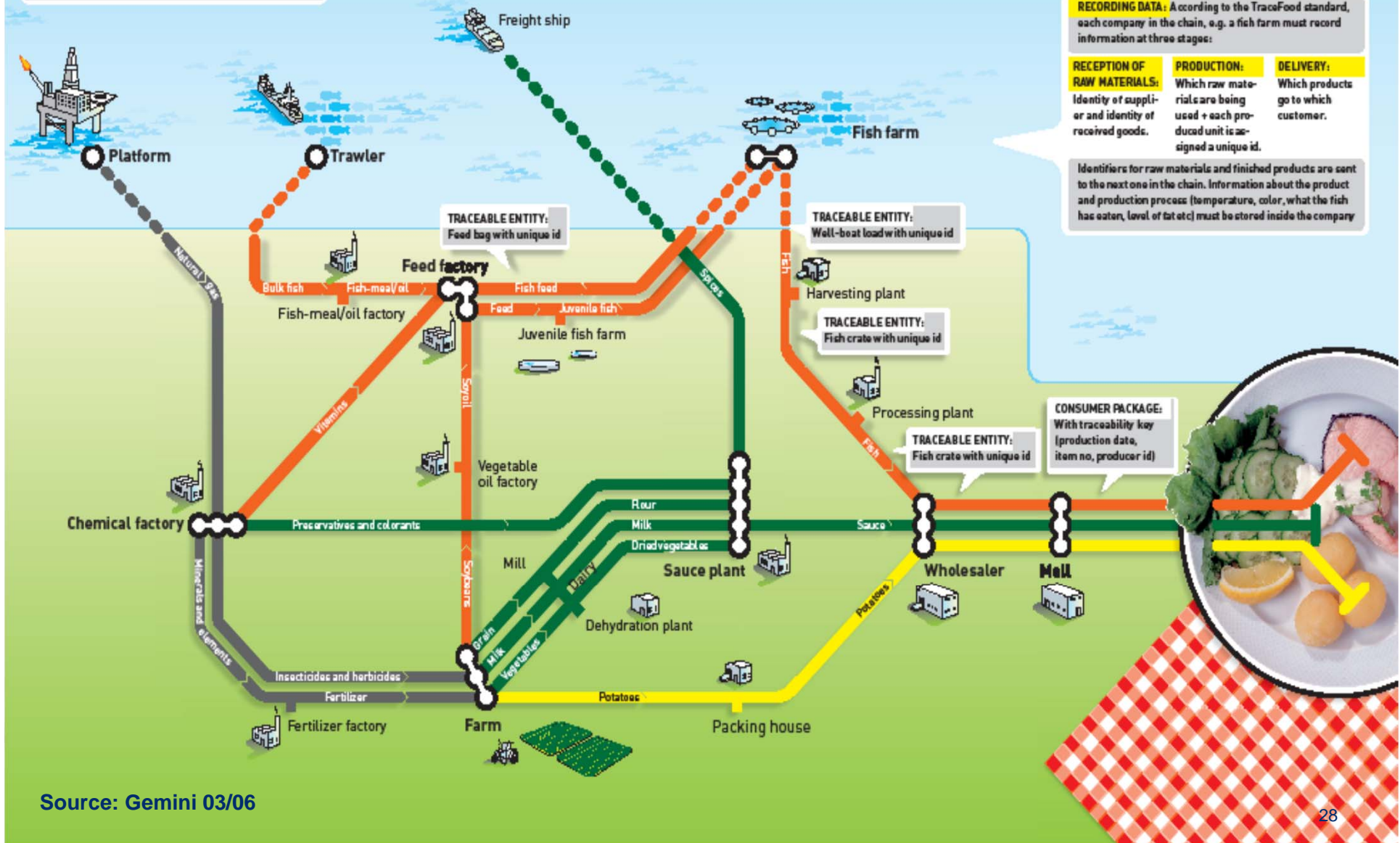
RECORDING DATA: According to the TraceFood standard, each company in the chain, e.g. a fish farm must record information at three stages:

RECEPTION OF RAW MATERIALS:
Identity of supplier and identity of received goods.

PRODUCTION:
Which raw materials are being used + each produced unit is assigned a unique id.

DELIVERY:
Which products go to which customer.

Identifiers for raw materials and finished products are sent to the next one in the chain. Information about the product and production process (temperature, color, what the fish has eaten, level of fat etc) must be stored inside the company

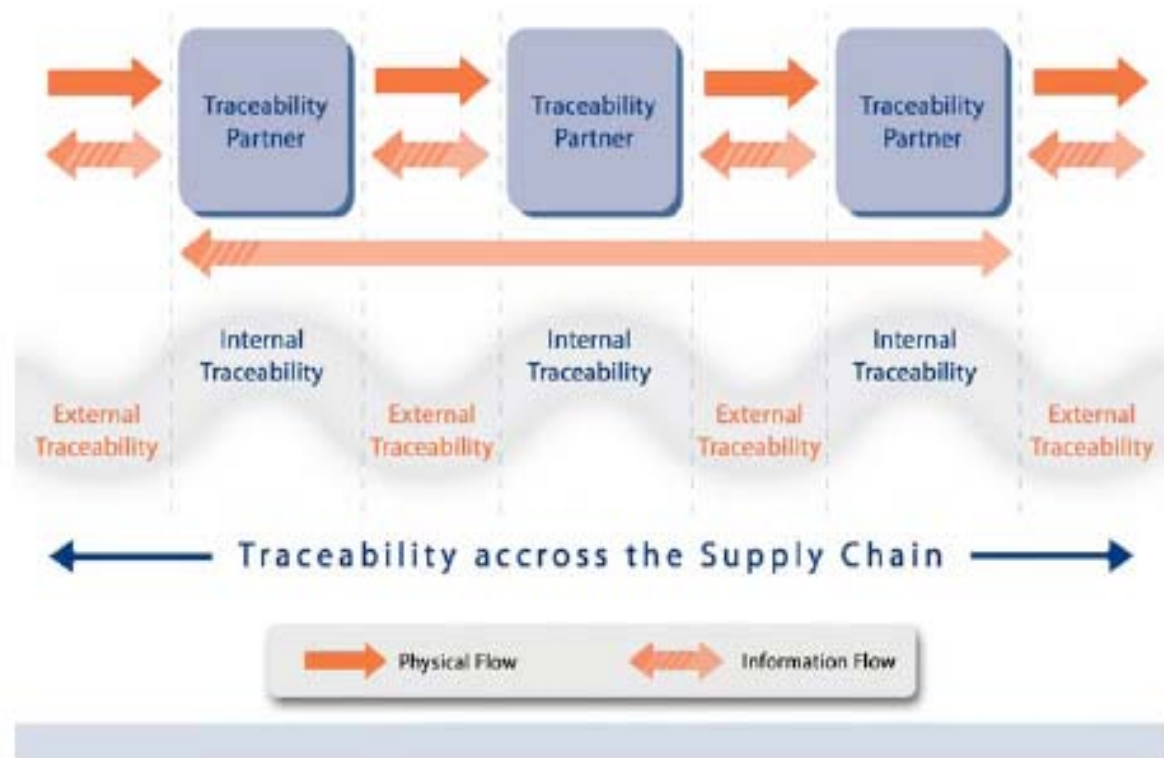




WHERE GS1 HELPS TODAY

GS1 STANDARDS ENABLE EFFECTIVE TRACEABILITY & RECALL CAPABILITY

**GS1 Standards
are enablers for
improved Food
Safety & Food
Security**





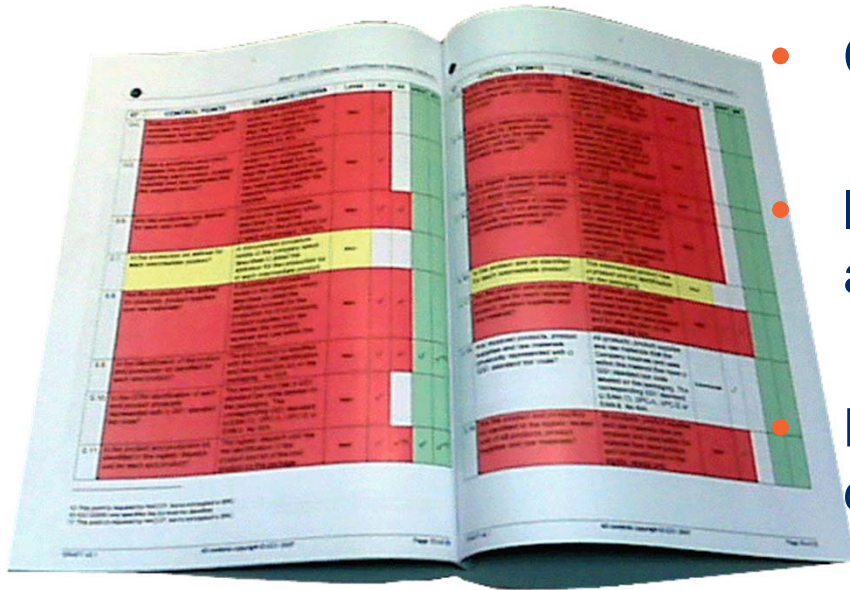
GS1 STANDARDS (HOW-TO) SUPPORT FOOD SAFETY STANDARDS (WHAT)





WHERE GS1 HELPS TODAY

GS1 STANDARDS SUPPORT EVALUTING FOOD TRACEABILITY CAPABILITY



- Control Points are used to diagnose:
- **Identification** (how traceable items are identified and coded)
- **Procedures** (how traceability is declared and documented)
- **Operations** (how traceability works and how crisis are managed)
- **Information** (what information is being recorded and used)



THE OPPORTUNITY

GLOBAL STANDARDS ARE ENABLERS FOR ACTIONABLE VISIBILITY AND TRANSPARENCY





HOW GS1 HELPS TODAY

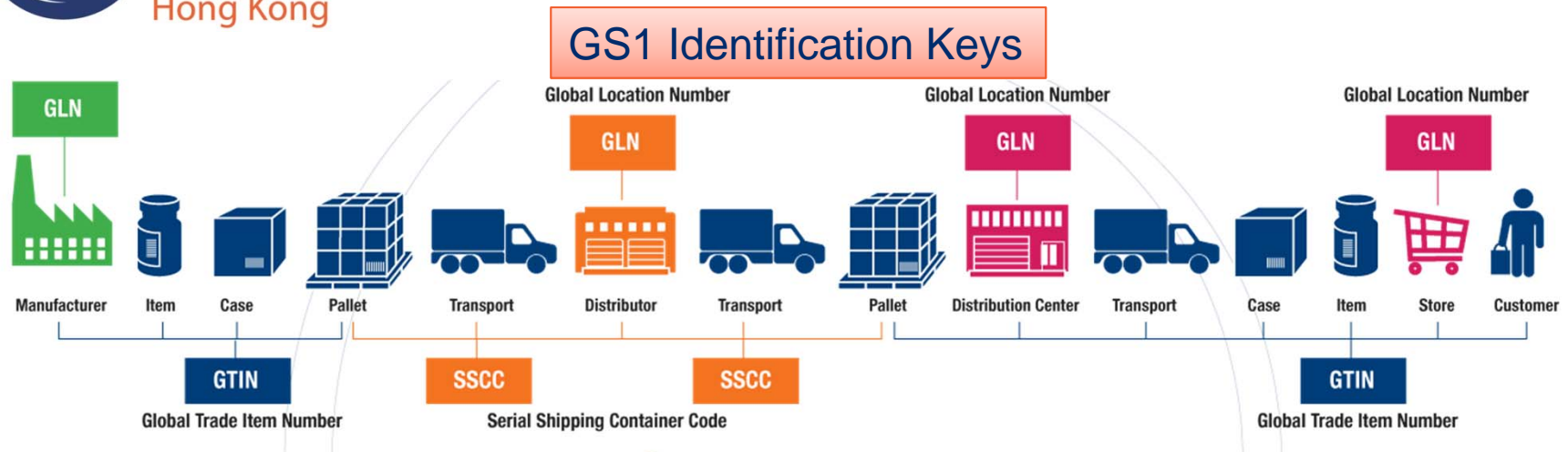
GS1 STANDARDS ENABLE ACTIONABLE VISIBILITY & TRANSPARENCY IN GLOBAL SUPPLY CHAINS





HOW GS1 HELPS TODAY

GS1 STANDARDS ENABLE VISIBILITY & TRANSPARENCY IN SUPPLY CHAINS



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)



SUMMARY

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

Global standards adoption helps to;

- ✓ Boost 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

Enabling food supply chain for improved outcomes in Food Safety



REMINDER



www.foodsupplychain.com.hk



主辦機構

執行機構

「中小企業發展支援基金」撥款資助



工業貿易署
Trade and Industry Department



Thank you!

