


The Produce Traceability Initiative



How Will It Work?

A large, stylized green leaf graphic is positioned to the left of the event title. It is a solid, vibrant green color and has a smooth, curved shape that tapers to a point at the top and bottom, with a slight indentation at the base. It is oriented vertically, with the top pointing towards the right.

Premier Apple
Marketing Cooperative
Annual Forum

June 25, 2012

Ed Treacy

Vice President, Supply Chain Efficiencies

Produce Marketing Association

etreacy@pma.com

Produce Traceability Initiative

PTI is a voluntary initiative created in 2007 by the U.S. Produce Industry; the growers, packers, shippers and buyers, to implement a more effective whole chain traceability process

Produce Traceability Initiative (PTI)

PTI was created in response to the 2006 Spinach Crisis that had a huge *human, economic* and *consumer confidence* impact

The 2006 Spinach crisis proved that what was in place was not good enough for our industry





Kyle Allgood died
after drinking a
spinach smoothie
in 2006



Kyle Allgood
(2003-2006)

It's a matter of
Life & Death.

PTI Mission

To create an Action Plan for the produce industry to adopt an effective **Whole Chain Traceability** program by incorporating the use of technology and use of common standards to serve as linkages between internal traceability programs

PTI Objectives

To make trace back investigations and recalls quicker and more surgical

Speed - 24 to 48 hours



Accuracy - Identify which companies are **not** involved

- Recall only the affected product



PTI Labels

Standardized case label

- GTIN and Lot Number



PTI Labels

Standardized case label



- PTI voice pick code

PTI Labels

Standardized RPC label

- Bar code on top of label



PTI Tools

Standardized RPC label

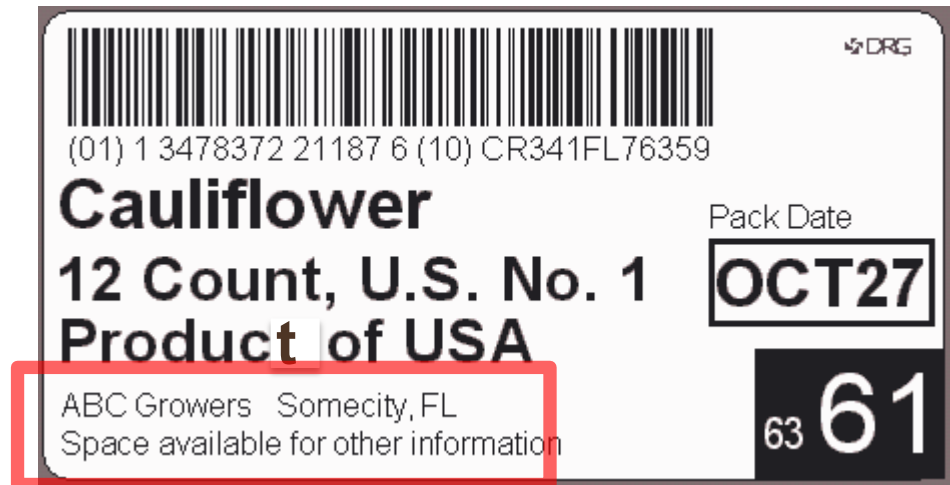
- Country of origin



PTI Tools

Standardized RPC label

- Commodity specific required information



PTI Labels

Hybrid Pallet Label

- Eliminates need to scan each case on receipt
- Will facilitate EDI / ASN



PTI – HYBRID PALLET LABEL
4" x 6" or A6 (105mm x 148mm)

Update on Implementation

Major Buyers are busy implementing changes to their systems and processes.

- Publix – Implemented in all 4 DC's
- Stater Brothers – Deadline was March 31, 2012
- Associated Grocers – Implemented
- Pro*Act – Implementing across all members
- Darden – December 2012 deadline for all cases

Update on Implementation

- Wal-Mart – Pilots planned for September
- Safeway – Conducting pilot with Oppenheimer
- Delhaize/Food Lion – First DC implemented
- Supervalu – Plan to start testing inbound in August
- Ahold – Informed suppliers June 15, 2012 that they must implement PTI in 2012
- Kroger – Planning for inbound implementation

How do I implement PTI in my business?



PTI Implementation Checklist for Growers/Packers/Shippers

This checklist is designed for growers, packers and shippers of product in the produce supply chain to help facilitate the implementation of traceability guidelines and best practices established by the Produce Traceability Initiative (PTI).

PTI has established the following 7 Milestones toward case-level traceability:

- M1 Obtain Company Prefix**
- M2 Assign GTIN Numbers** - Brand owners will assign a 14-digit Global Trade Item Number (GTIN) to every case configuration.
- M3 Provide GTIN Information to Buyers** - Brand owners will provide their GTINs (and corresponding data) to their buyers.
- M4 Show Human-Readable Information on Cases** - Packers are responsible for providing human-readable information on each case.
- M5 Encode Information on a Barcode** - Packers are responsible for encoding the GTIN and batch/lot number in a GS1-128 barcode.
- M6 Read and Store Information on Inbound Cases** - Each subsequent handler of the case will have the systems and capability to read and store the GTIN and lot number from each case of produce received.
- M7 Read and Store Information on Outbound Cases** - Each subsequent handler of the case will have the system and capability to read and store GTIN and lot number from each case of produce shipped.

Use the below checklist as a guide to implementing the PTI

- Form a cross functional PTI project team within your company
[Traceability Frequently Asked Questions](#)
- Choose a technology partner, if required, to implement case and pallet labeling of product packed by your company
[Guidance on Choosing a Technology Provider \(February 2012\)](#)
- Acquire a GS1 Company Prefix (Milestone 1)
[Obtain Company Prefix](#)
- Assign case Global Trade Item Numbers (GTINs) to all of your fresh produce products for your company brand(s) (Milestone 2) *Note: A GTIN is a globally unique product identification number within the GS1 System of Standards.*
[Assign GTIN Numbers](#)
[Best Practices for Preparing to Assign GTINs \(January 2012\)](#)
- [GTIN Check Digit Calculator](#)

PTI Implementation Checklist for Growers/Packers/Shippers
Updated: April 3, 2012
Source: www.produce-traceability.org

- Request and record GTINs for all fresh produce products shipped by your company that are not your brand(s)
[Data Synchronization Worksheet Example \(February 2012\)](#)
[Data Synchronization Template \(February 2012\)](#)
- Share your GTINs with all of your trading partners (Milestone 3)
[Data Synchronization: Grade Codes \(February 2012\)](#)
[Data Synchronization: Commodity and Variant Codes \(February 2012\)](#)
[Data Synchronization: Growing Method Codes \(February 2012\)](#)
[Data Synchronization: Units of Measure Codes \(February 2012\)](#)
[Data Synchronization: Package Type Codes \(February 2012\)](#)
[Data Synchronization: Country of Origin Codes \(February 2012\)](#)
[Data Synchronization: Worksheet Example \(February 2012\)](#)
[Data Synchronization Template \(February 2012\)](#)
- Request GS1 barcodes on all fresh produce cases received from shippers (Milestones 4 and 5)
[Show Human-Readable Information on Cases](#)
[Encode Information in a Barcode](#)
[Best Practices for Formatting Case Labels \(January 2012\)](#)
- Evaluate the best approach for your company to implement case and pallet labeling (Milestones 4 and 5)
[Encode Information in a Barcode](#)
[Best Practices for Formatting Case Labels \(January 2012\)](#)
[Best Practices for Labeling Hybrid Pallets \(November 2011\)](#)
[Best Practices for Direct Print \(February 2012\)](#)
[Best Practices for Repackaging/Commineline \(March 2012\)](#)
[Best Practices for Product Substitutions \(January 2012\)](#)
[Voice Pick Code Calculator](#)
- Begin labeling all cases and pallets (Milestone 5)
- Engage in a pilot with a trading partner to validate your PTI implementation
[PTI Pilot Project Sign-up Sheet \(November 2010\)](#)
- Communicate your PTI compliance with all of your trading partners
- Capture GTIN and Batch/Lot Number information on all inbound shipments (Milestone 6: This milestone will be implemented by your buyers.)
- Capture GTIN and Batch/Lot Number information on outbound shipments to your customers (Milestone 7)
[Read and Store Information on Inbound Cases](#)

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How do I implement PTI in my business?

1. Form a cross functional PTI project team within your company
 - [Traceability Frequently Asked Questions](#)
2. Choose a technology partner, if required, to implement case and pallet labeling of product packed by your company
 - [Guidance on Choosing a Technology Provider](#)

How do I implement PTI in my business?

3. Acquire a GS1 Company Prefix (*Milestone 1*)
 - [Obtain Company Prefix](#)

4. Assign case Global Trade Item Numbers (GTINs) to all of your fresh produce products for your company brand(s) (*Milestone 2*)
 - Note: A GTIN is a globally unique product identification number within the GS1 System of Standards.
 - [Assign GTIN Numbers](#)
 - [Best Practices for Preparing to Assign GTINs](#)
 - [GTIN Check Digit Calculator](#)

How do I implement PTI in my business?

5. Request and record GTINs for all fresh produce products shipped by your company that are not your brand(s)
 - [Data Synchronization Worksheet Example](#)
 - [Data Synchronization Template](#)

How do I implement PTI in my business?

6. Share your GTINs with all of your trading partners (*Milestone 3*)

- [Data Synchronization: Grade Codes](#)
- [Data Synchronization: Commodity and Variant Codes](#)
- [Data Synchronization: Growing Method Codes](#)
- [Data Synchronization: Units of Measure Codes](#)
- [Data Synchronization: Package Type Codes](#)
- [Data Synchronization: Country of Origin Codes](#)
- [Data Synchronization: Worksheet Example](#)
- [Data Synchronization Template](#)

How do I implement PTI in my business?

7. Request GS1 barcodes on all fresh produce cases received from shippers (*Milestones 4 and 5*)
 - [Show Human-Readable Information on Cases](#)
 - [Encode Information in a Barcode](#)
 - [Best Practices for Formatting Case Labels](#)

How do I implement PTI in my business?

8. Evaluate the best approach for your company to implement case and pallet labeling

(Milestones 4 and 5)

- [Encode Information in a Barcode](#)
- [Best Practices for Formatting Case Labels](#)
- [Best Practices for Labeling Hybrid Pallets](#)
- [Best Practices for Direct Print](#)
- [Best Practices for Repacking/Commingling](#)
- [Best Practices for Product Substitutions](#)
- [Voice Pick Code Calculator](#)

How do I implement PTI in my business?

9. Begin labeling all cases and pallets

(Milestone 5)

10. Engage in a pilot with a trading partner to validate your PTI implementation

- [PTI Pilot Project Sign-up Sheet](#)

11. Communicate your PTI compliance with all of your trading partners

How do I implement PTI in my business?

12. Capture GTIN and Batch/Lot Number information on all inbound shipments
(*Milestone 6*)

This milestone will be implemented by your buyers

13. Capture GTIN and Batch/Lot Number information on outbound shipments to your customers
(*Milestone 7*)

- [Read and Store Information on Inbound Cases](#)

How can companies benefit from their PTI investment?

Minimize risk to your business during a recall

Use information from the process of labeling cases and pallets

Individual accountability

Early adopters of PTI have benefited

Company A:

- “With traceability, we were able to limit the scope of the recall to just 12 percent of the total cilantro cases in stores. Before traceability, we would have had no choice but to pull 100 percent of all cases.”



Early adopters of PTI have benefited

Company B:

- Using the bar-code label on the case to replace manual tracking of:
 - Who packed each case
 - How many cases packed
 - When were they packed



Early adopters of PTI have benefited

Company B (continued):

- Eliminated 1 payroll clerk



- Able to determine who packer was on quality claim
 - Quality claims reduced from +5% to less than 1%
 - Paid for entire cost of PTI implementation



Early adopters of PTI have benefited

Company C:

- Example of total accountability of who packed each box
- Individual accountability
- Reduced quality claims



Early adopters of PTI have benefited

Company D:

- Real time visibility of what was actually field packed has reduced in daily overselling/underselling
- Real time tracking from field to coolers used to prioritize loads going into the coolers based on when product was picked



Early adopters of PTI have benefited

Company E:

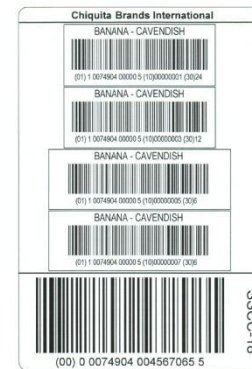
- Elimination of Country of Origin or other printing on cardboard boxes (\$200,000 per year saving)
- Real time visibility of what was actually field packed has reduced in daily overselling/underselling



Early adopters of PTI have benefited

Company F:

- 100% accurate shipments by scanning case labels as pallets are built to create Hybrid Pallet Tag
- Using Hybrid Pallet Tag in place of pallet license plate in coolers



Early adopters of PTI have benefited

Mexico and Chile:

- Mexican and Chilean growers are using PTI compliance as a competitive advantage over U.S. growers



Early adopters of PTI have benefited

Receivers:

- RF scanning of inbound shipments has increased accuracy and productivity
- Supported integration of receiving functions and quality inspection functions
- Scanning cases at time of order assembly has increased accuracy to 99.99+%.



What Should You Do Next?



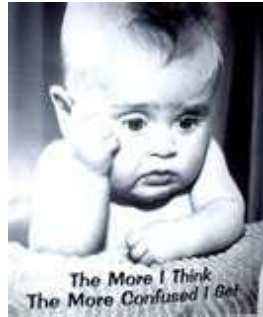
Now what?

- Do not *fear* PTI, embrace it



- Keep it simple

- Do not over think it



- Do not wait until the end of this year to start looking at implementing PTI

Now what?

- Evaluate your current state



- Determine the best implementation approach for your business



- Start today!



The PRODUCE TRACEABILITY INITIATIVE

Home Resources & Tools Events & News Press Room/Contacts Participating Companies Recent Updates



www.producetraceability.org

The PTI vision:

Supply chain-wide adoption of electronic traceability for every case of produce by the year 2012.

PTI Action Plan Implementation Toolkit

To help you achieve the PTI's vision within your company, we have assembled all the tools you need right here in this website. Below are the seven milestones to implementation as identified in the PTI Action Plan, along with implementation resources specific to each milestone. In addition to the milestone-specific resources found on this page, also visit the [Resources & Tools](#) page for additional resources.

[About PTI](#) [Action Plan](#) [FAQs](#)

Complete by: 1st Quarter 2009
 #1 **Obtain Company Prefix**

Complete by: 1st Quarter 2009
 #2 **Assign GTIN Numbers**
 Brand owners will assign 14-digit GTINs to every case configuration.
[Best Practices for Preparing to Assign GTINs \(January 2012\)](#)

Complete by: 3rd Quarter 2009
 #3 **Provide GTIN Information to Buyers**

Got PTI questions?

Our new webcasts have answers!

The PTI's fall 2011 webinars are now available as webcasts! You can replay them right here on the PTI website. These event recordings are designed to answer your questions about the initiative, and to help you implement PTI within your company. Six topics are covered, so you can choose the topics that are right for you.
[Watch webcasts here.](#)

Recent Updates

Site last updated January 18, 2012

Events: January 30, 2012

[Costa Medica's Success 2012](#)