Produce Traceability Initiative
Versus
DataBar

Due to the high volume of questions we have received on this matter, this document was created to address the differences between the Produce Traceability Initiative (PTI) and the DataBar.

Produce Traceability Initiative (CASE LEVEL)

This is an industry-wide initiative aimed specifically at creating a whole-chain traceability process that the industry can use when tracking product up and down the supply chain. The PTI only addresses **CASE level traceability** and has no instruction for ITEM level marking at this time. The details of the PTI can be found on the initiative's website at www.producetraceability.org. A quick summary of the key points for the PTI are as follows:

- PTI has a specific list of milestones and timelines (see www.producetraceability.org)
- PTI requires a GTIN for cases and the Lot/Batch #. These are two separate fields.
- PTI requires the use of the 128 barcode on the case.
- PTI does NOT require anything at the ITEM level
- PTI recommends using a standard case label to address Milestone #4 and #5 (see website)
- PTI recommends the use of a "Hybrid Pallet Label" to address Milestone #6 (see website)

ALL other questions can most likely be answered via the PTI Toolkit that can be found on the PTI website (www.producetraceability.org).

DataBar (ITEM LEVEL)

Any communication related to the DataBar is unrelated to the PTI. The DataBar is the name of a barcode that can fit on the same sticker that is used for the PLU on loose/bulk produce (the **ITEM** level).

- The DataBar has nothing to do with the CASE
- The DataBar is only used for **ITEMS** that currently have a PLU sticker affixed
- Those using the DataBar require the use of a company-specific Company Prefix issued by GS1 (www.gs1.org).
- Those using the DataBar should not use the generic Company Prefix 033383.
- The DataBar is a company by company project, and is not an industry-wide initiative
- The 14-digit GTIN used for the DataBar will begin with "00".