



Produce Traceability Initiative

Best Practices for Private Label/Brand

(Revision 1.2)

About this Best Practice Guideline

Best practices are generally accepted, informally standardized techniques, methods or processes that have proven themselves over time to accomplish given tasks. The idea is that with proper processes, checks and testing, a desired outcome can be delivered more effectively with fewer problems and unforeseen complications. In addition, a "best" practice can evolve to become better as improvements are discovered. The Produce Traceability Initiative (PTI) is a voluntary U.S. produce initiative. The best practice documents are the recommendations created and agreed to by all facets of the produce industry supply chain and PTI Leadership Council.

Consent between trading partners may replace specific recommendations as long as the minimum traceability information requirements are met in good faith.

Revision History

This section itemizes the changes from the last published Best Practice.

Version No.	Date of Change	Changed By	Summary of Change
1.0	October 2009	Supplier Subgroup	Original Best Practice Created
1.1	April 2012	Master Data Working Group	Updated existing scenarios and added a new scenario based on industry requests
1.2	September 2016	Implementation Working Group	Added note about controls to prevent duplicate Batch/Lot numbers

Objectives

The objectives for establishing best practices for the private label/brand products are to:

- assist private label brand owners and their packers in meeting the requirements of the PTI
- provide PTI best practice guidelines for those involved with supplying, packaging, and purchasing private label products; and
- formalize current industry practices for PTI compliant case labeling for private label/brand products.



Table 1: Terms/Definitions

Listed below are terms used by the produce industry and their cross-references with the GS1 Glossary of Terms:

Sector Term	GS1 Glossary Term	Definition
	Global Trade Item Number® (GTIN®)	The globally unique GS1 System identification number for products and services. A Global Trade Item Number may be 8, 12, 13, or 14 digits in length, represented as GTIN-8, GTIN-12, GTIN-13, and GTIN-14 respectively. <u>The GTIN-14 has been selected for use in the PTI.</u>
	Brand Owner	The one who owns or has legal rights to the Label/Brand.
• Label/Brand	<i>(See Brand Owner)</i>	The name or trademark connected with a product or marketer.
• Private label/brand	<i>(See Brand Owner)</i>	Private label/brand products are typically manufactured, packed or provided by one or more companies for offer under a brand, which is owned by a company other than the manufacturing or producing company.
	Trading Partner	A party to transactions in the supply chain, such as a supplier (seller) or a customer (buyer).
• Buyer	<i>(See Trading Partner)</i>	The Trading Partner who issues an order to the supplier. This party can be a retailer, a distributor, or a re-distributor.
• Supplier	<i>(See Trading Partner)</i>	The trading partner who receives an order from a buyer and ships it. This party can be a grower, a distributor, or a re-distributor.

Scenario I: When the case is marked with buyer’s private label/brand information

In this scenario, a supplier has a formal agreement with a buyer to package product(s) using the buyer’s private label/brand and ship the private label product in cases that are marked with the private label/brand as approved by the brand owner. The Global Trade Item Number (GTIN) on the case displaying private label/brand information should be provided by the owner of that private label/brand.

The buyer in this scenario needs to:

- obtain a GS1 Company Prefix (PTI Milestone 1)
- assign GTIN numbers (PTI Milestone 2)
- provide GTIN information to each supplier of their private label items (PTI Milestone 3).
For more information, refer to PTI Best Practice documents for these milestones.
- In addition; the private label/brand owner and supplier should discuss and identify a process to ensure that data synchronization for Milestone 3 (Provide GTIN Information to Buyer) is satisfactorily and accurately completed.
- To comply with all PTI Milestones, the grower/shipper and private label/brand owner should read and store information on inbound cases (Milestone 6) and read and store information on outbound cases (Milestone 7).

The supplier in this scenario needs to:

- receive the appropriate GTIN from the private label/brand owner
- assign the Batch/Lot Number (using the appropriate GTIN provided by the private label/brand owner) and;
- apply both numbers to the case in accordance with PTI Milestone 4 (Show Human-Readable Information on Cases) and Milestone 5 (Encode Information in a Barcode).

Note: PTI recognizes that certain supplier-buyer relationships may require an alternative approach to GTIN assignment for private label products. While it is not a best practice, GSI Standards rules allow for growers/shipper to provide their own GTIN for private label product at the discretion of the parties involved.

Scenario II: When the case is marked with the supplier's brand information

In this scenario, a supplier has a formal agreement with a buyer to package product(s) using the buyer's private label/brand, and ship the private label/brand product in cases that are marked with the supplier's brand information as approved by the brand owner. Even if the product inside the case clearly indicates the private label/brand information, when the supplier's brand is displayed on the outside of the case, then the GTIN on the outside of the case must be provided by the supplier. The product inside the case, however, may indicate the private label/brand, including the GTIN and/or PLU provided by the private label/brand owner.

In this scenario, the buyer and supplier need to:

- agree that the case (shipping container) will have the supplier's brand and GTIN encoded on the case or its label and;
- follow the seven PTI Milestones as outlined in the [PTI Action Plan](#)

Scenario III: When the case is not marked with either the supplier's brand or the private label brand information

In this scenario, a supplier has a formal agreement with a buyer to package product(s) using the buyer's private label/brand and ship the private label/brand product in cases that are not marked with either the supplier's brand or the private label/brand. In this case, the GTIN for the case can be provided by either the private label/brand owner or the supplier as agreed to by both parties. Regardless of whose GTIN is used for the case, the product inside the case, may indicate the private label/brand, including the GTIN and/or PLU provided by the private label/brand owner.

In this scenario, the buyer and supplier need to:

- agree whether the supplier or the buyer will provide the GTIN for the case
- if the brand owner is assigning the GTIN, follow the steps outlined in Scenario I above
- if the supplier is assigning the GTIN, follow the steps outlined in Scenario II above

For more information about the PTI Milestones and case labeling best practices, refer to the PTI website at www.producetraceability.org.

NOTE: *When specifying the use of their GTIN, private label brand owners should have sufficient controls in place to prevent multiple packers of the same GTIN from duplicating Batch/Lot numbers. This will help ensure the number combination is unique.*