

Implementing PTI: Best Practices for Produce Brokers

Official PTI Webinar

April 4, 2012



Introducer

Ed Treacy

- Vice President, Supply Chain Efficiencies, Produce Marketing Association
- Co-Chair, PTI Implementation Working Group



Today's outline

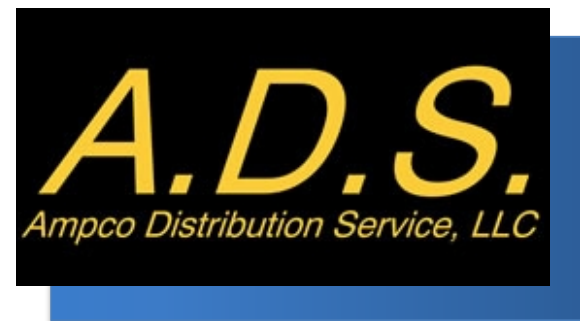
- Overview of the Produce Broker role
- Direct Shipment Orders to Customer via ASN, Grower/Shipper Brand
- Direct Shipment Orders to Customer via ASN, Broker Brand
- Direct Shipment Orders to Customer via ASN, Customer Brand
- Direct Shipment Orders to Customer without ASN, Grower/Shipper Brand
- Direct Shipment Orders to Customer without ASN, Broker Brand
- Direct Shipment Orders to Customer without ASN, Customer Brand
- Q & A



Overview of the Produce Broker Role

John Fulgieri

- Senior Programmer
Andrew and Sons
- Member, PTI Implementation Working Group



Overview of the Produce Broker Role

- How do we define a Produce Broker?
- Why do Produce Brokers need to meet the requirements of the Produce Traceability Initiative (PTI)?



Scenarios

Mike Meagher

- Director of Technology Solutions
C.H. Robinson Worldwide Inc.
- Member, PTI Implementation Working Group



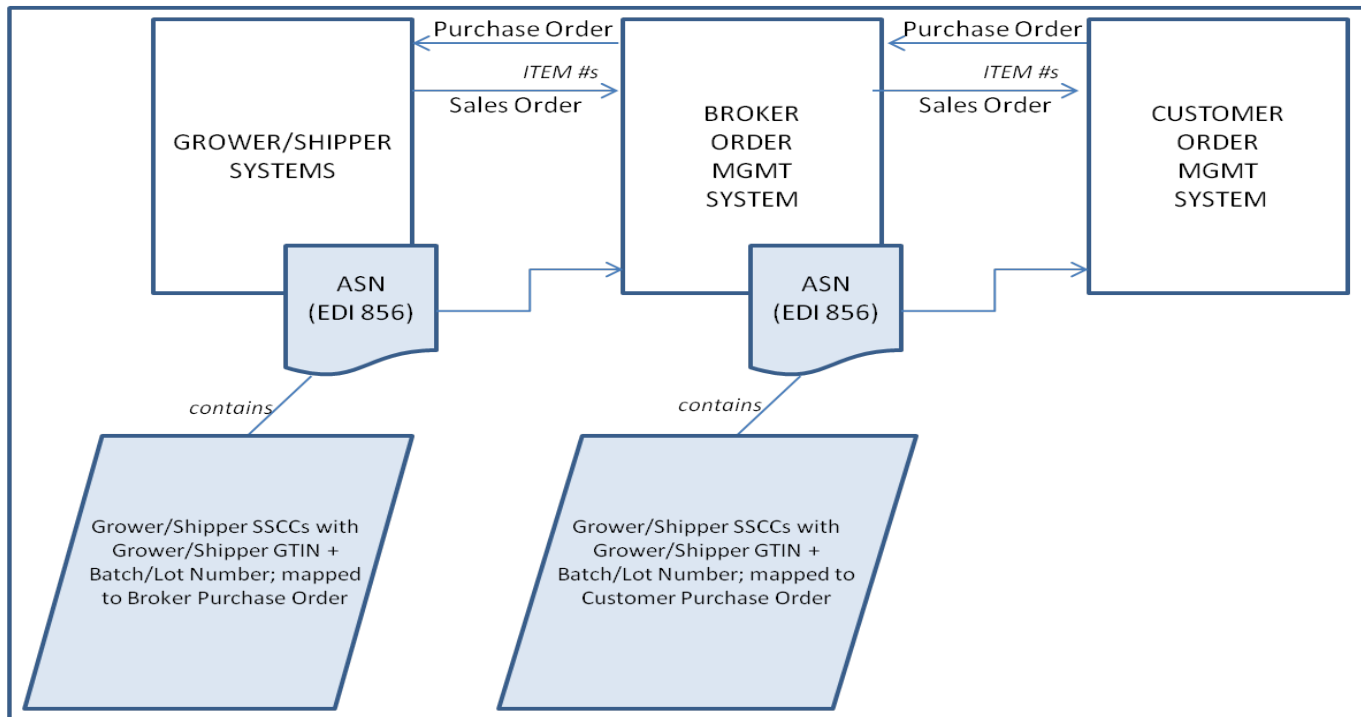
Terms Used in Upcoming Scenarios

- **Advance Ship Notice (ASN):** The Electronic Data Interchange (EDI) transaction that provides the receiving company with advance data on shipments to better plan workloads and receipt processing ASN
- **Bill of Lading (BOL):** A legal contract between a carrier and a shipper that provides shipment details for the movement of freight.
- **Electronic Data Interchange (EDI):** The computer-to-computer exchange of structured information, by agreed message standards, from one computer application to another by electronic means and with a minimum of human intervention.
- **Global Trade Item Number (GTIN):** The globally unique GS1 System identification number for products and services. A GTIN may be 8, 12, 13, or 14 digits in length. The GTIN-14 has been selected for use in the PTI.
- **Serial Shipping Container Code (SSCC):** The globally unique GS1 System identification number for logistic units, such as pallets, cases, and cartons. The SSCC, an 18-digit number, acts as a “license plate” to effectively move products from one trading partner to another.
- **Inventory Management System (IMS)**
- **Warehouse Management System (WMS)**



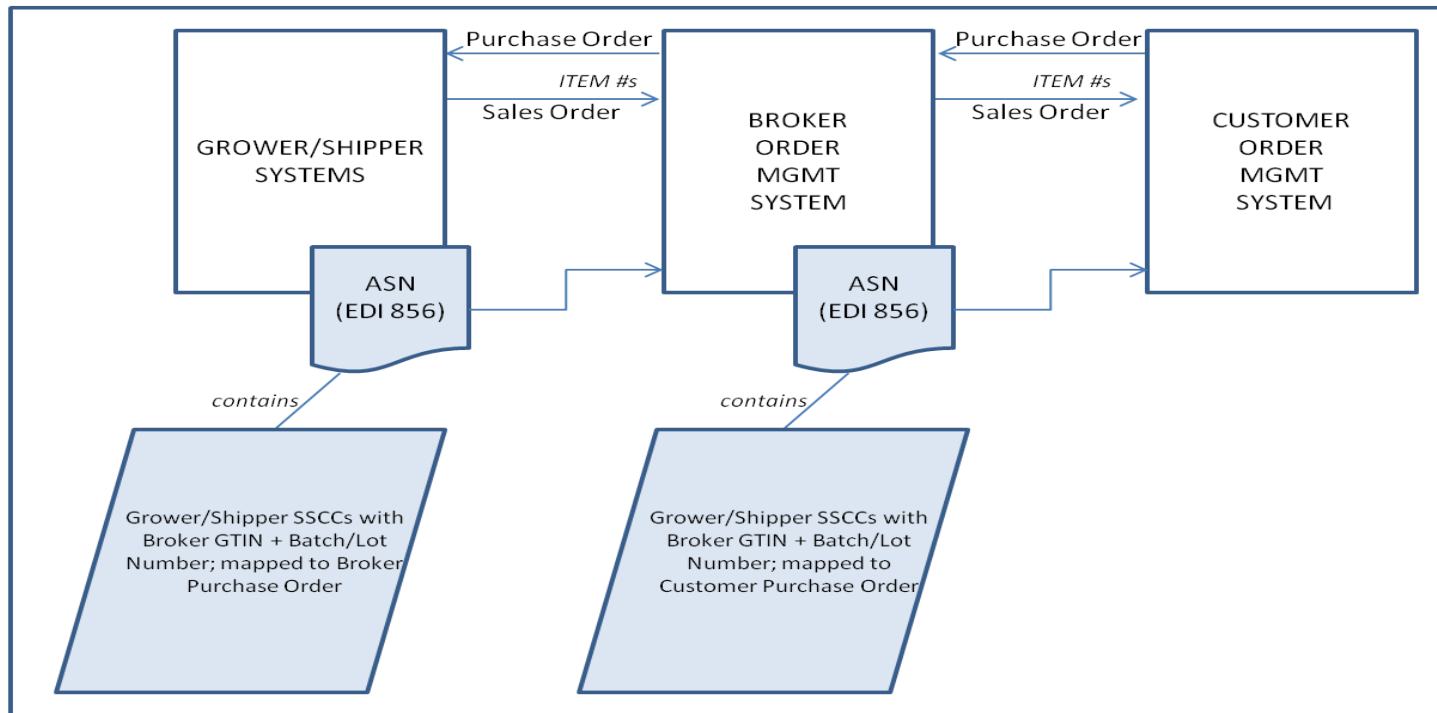
Scenario 1 - Direct Shipment Order to Customer Via ASN Grower/Shipper Brand

- Grower/Shipper batch/lots are accepted “as is” without need for batch/lot format synchronization with broker or customer. This may require the manual relay of ASN from broker to customer.



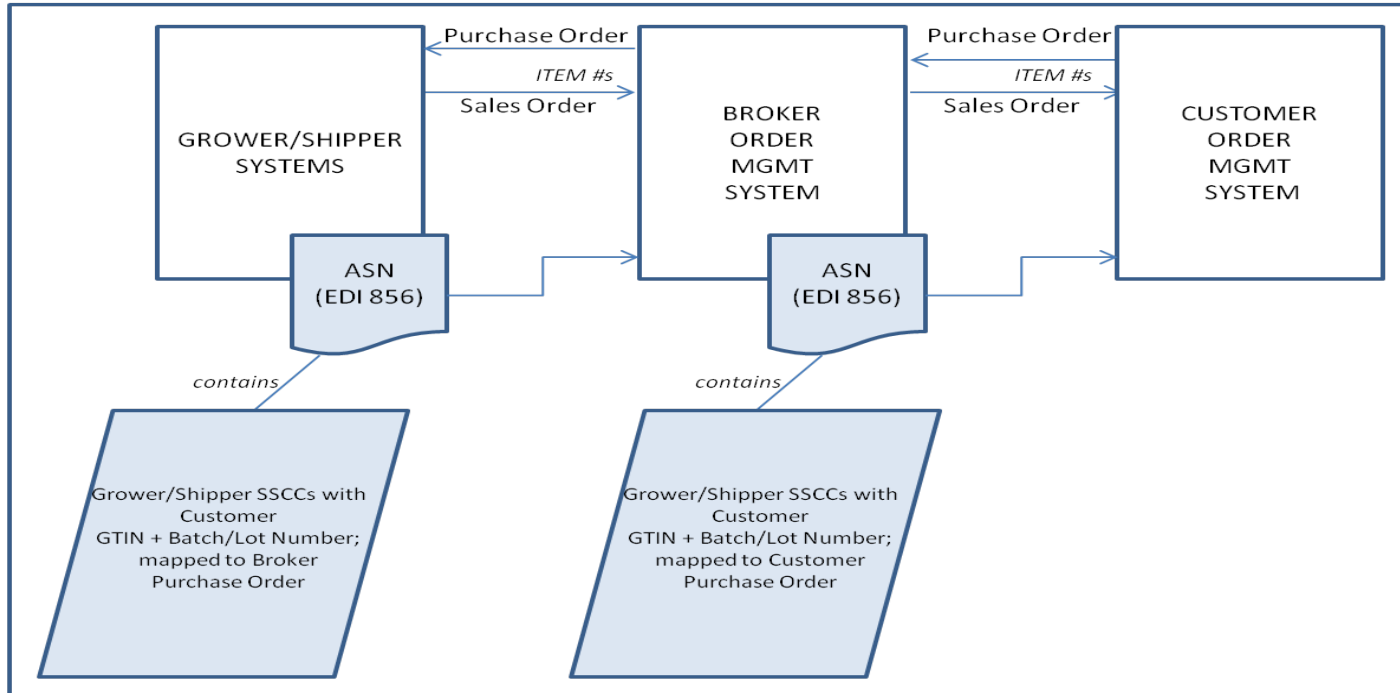
Scenario 2 - Direct Shipment Orders to Customer via ASN, Broker Brand

- Grower/Shipper must either be provided with broker batch/lot identification system, or broker must confirm that grower/shipper is providing a unique batch/lot identifier if they are not the single grower/shipper for the broker's GTIN. This may require the manual relay of ASN from broker to customer.



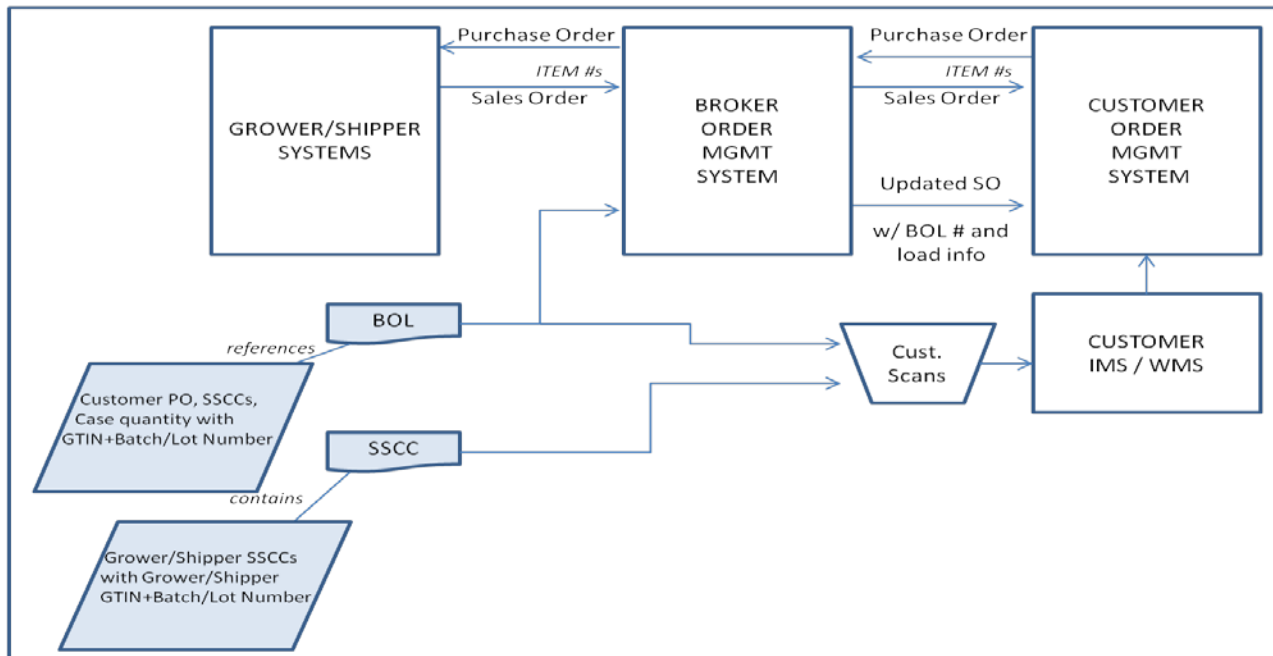
Scenario 3 - Direct Shipment Order to Customer via ASN, Customer Brand

- Grower/Shipper must either be provided with customer batch/lot identification system, or customer's GTIN must draw from a single grower/shipper to ensure a unique batch/lot by grower/shipper. This may require the manual relay of ASN from broker to customer.



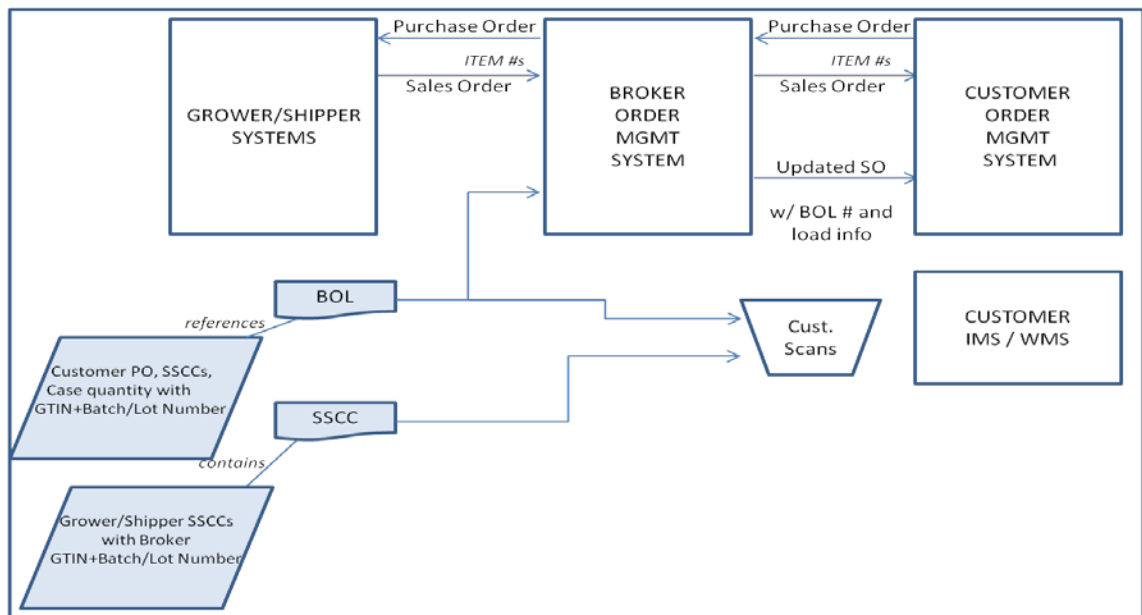
Scenario 4 - Direct Shipment Order to Customer without ASN, Grower/Shipper Brand

- This will require customer scanning of BOL and SSCCs for data load into systems. Grower/Shipper batch/lots are accepted “as is” without need for batch/lot format synchronization with broker or customer. Also requires manual relay of BOL in most systems from grower/shipper to broker.



Scenario 5 - Direct Shipment Orders to Customers without ASN, Broker Brand

- This will require customer scanning of BOL and SSCCs for data load into systems. Grower/Shipper must either be provided with broker batch/lot identification system, or broker must confirm that grower/shipper is providing a unique batch/lot identifier if they are not the single grower/shipper for the broker's GTIN. Also requires manual relay of BOL in most systems from grower/shipper to broker.

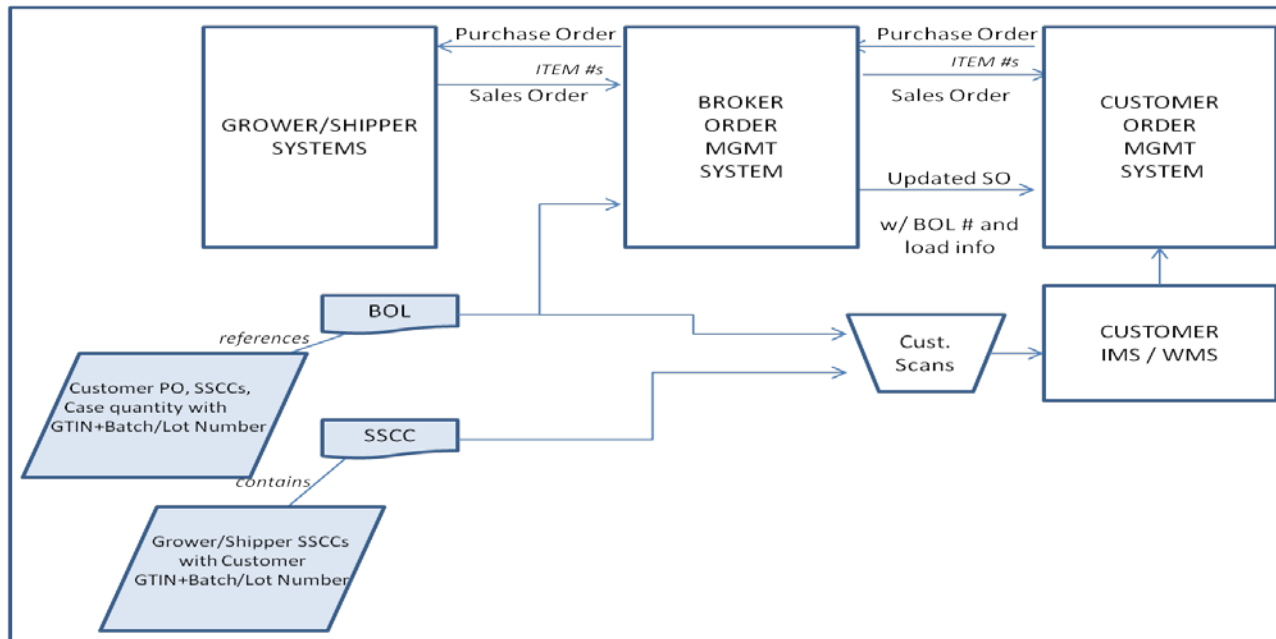


CPMA
ACDFL



Scenario 6 - Direct Shipment Orders to Customer without ASN, Customer Brand

- This will require customer scanning of BOL and SSCCs for data load into systems. Grower/Shipper must either be provided with customer batch/lot identification system, or customer's GTIN must draw from a single grower/shipper to ensure a unique batch/lot by grower/shipper. Also requires manual relay of BOL in most systems from grower/shipper to broker.



Q&A

Technical Advisor

James Chronowski

- Global Standards Director, GS1 US



Q&A: To ask a question...

- Type it into the “Q&A” box
 - bottom right corner of your WebEx window
- Send your question to “all panelists”
- Questions are submitted anonymously, to protect participants’ privacy



Thank you!

- © Produce Traceability Initiative
- Recording, slides posted to PTI website
- Live event participants: Take our survey

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