

PTI Webinar Series
Implementing PTI:
Best Practices for Packer/Shippers
Official PTI Webinar
September 7, 2011



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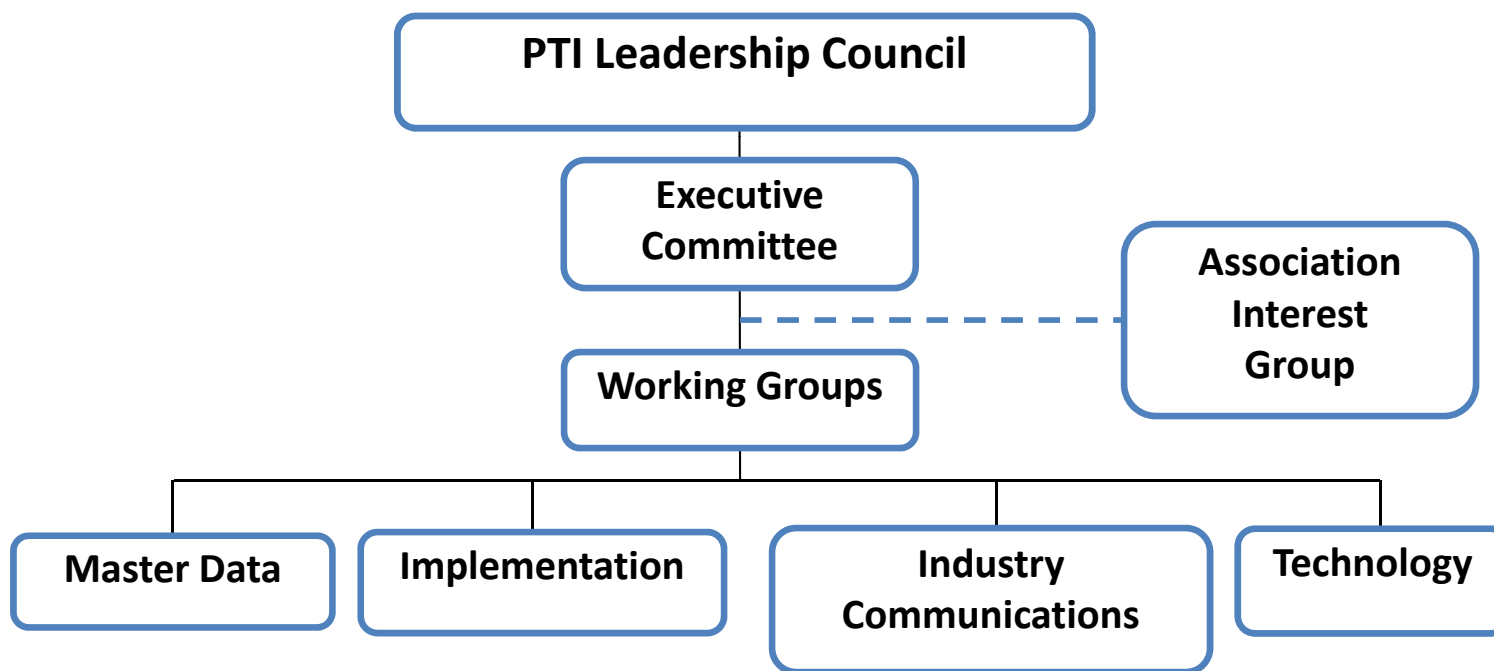
Introducer/Moderator

Dan Vaché

- United Fresh Produce Association
- Vice President – Supply Chain Management
- Co-Chair, PTI Technology Working Group

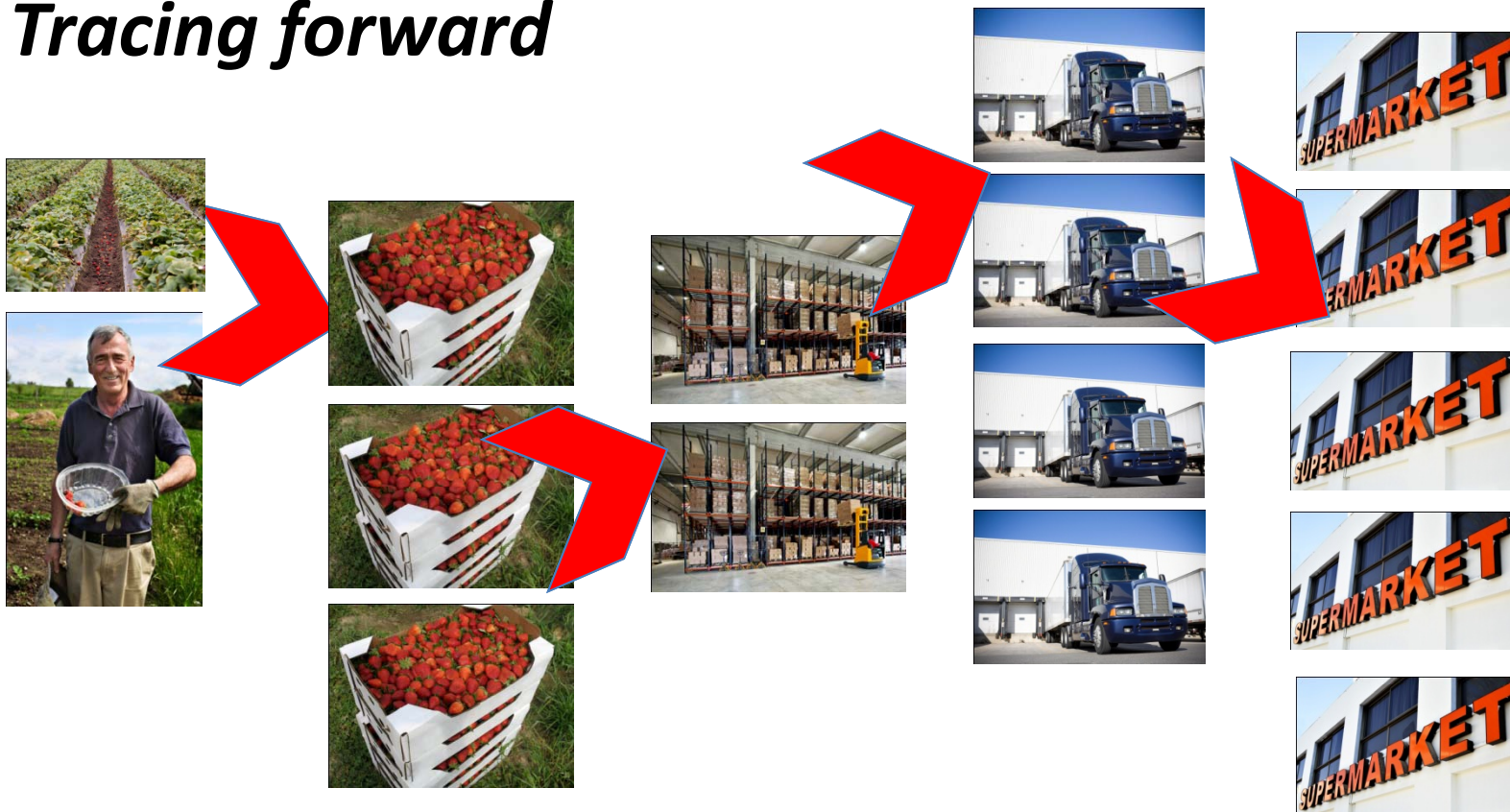


PTI volunteer structure



The PRODUCE TRACEABILITY INITIATIVE

Tracing forward



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The PRODUCE TRACEABILITY INITIATIVE

Tracing back



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Today's program

- How and where to start with the PTI
- Internal Resources
- External Resources
- PTI and Field Packing
- PTI and Facility Packing
- Internal& External Pilots
- Communication
- Implementation
- Questions and Answers



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Implementing PTI: Best Practices for Packer/Shippers



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Implementing PTI: *Our Guest Speakers*

- Joe De Sante -
 - Supply and Facilities Manager
- John Williams
 - Director of Information Technology
- James Chronowski, GS1 US
 - Global Standards Director (Technical Expert)
- Angela Fernandez, GS1 US
 - Senior Director, Industry Engagement
 - Retail/Grocery/Fresh Food



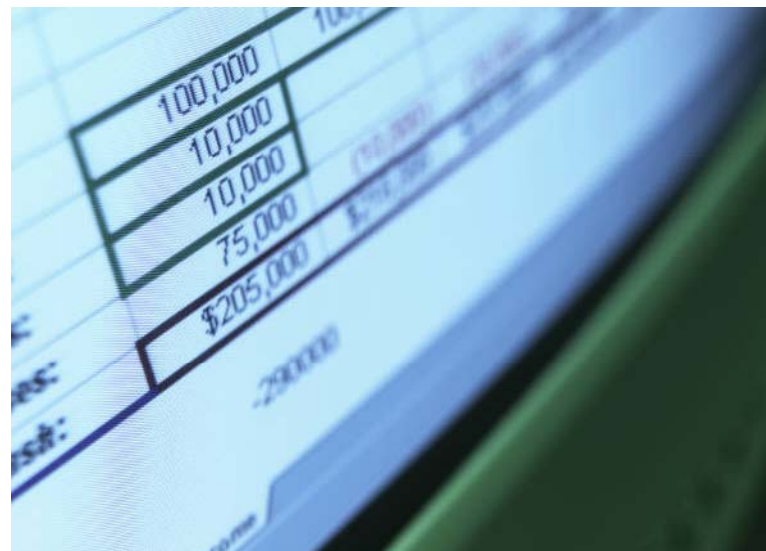
Implementing PTI: Best Practices for Packer/Shippers

- Implementation of the PTI
 - Who?
 - When?
 - Where?
 - Why ?



Implementing PTI: Best Practices for Packer/Shippers

- Technology
 - Current Capabilities
 - Work Flow
- GTIN Assignment
 - Format



Best Practices for Packer/Shippers

- Solution Providers
 - Who?
 - How?
 - Why?
 - How Many?
 - Presentations
 - Trials



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Best Practices for Packer/Shippers

- Field Packing and the PTI
 - When to apply the label?
 - Team Member Input
 - Benefits
 - Immediate/Future
 - Challenges



Best Practices for Packer/Shippers

- Facility Packing and the PTI
 - Challenges
 - Benefits



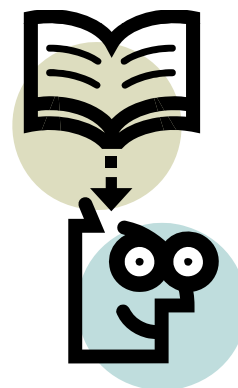
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Best Practices for Packer/Shippers

- Pilots
 - Start small
 - Internal
 - External
 - When
 - Results



Best Practices for Packer/Shippers

- Implement
 - When
 - Communicate
 - Internal
 - Trading Partners



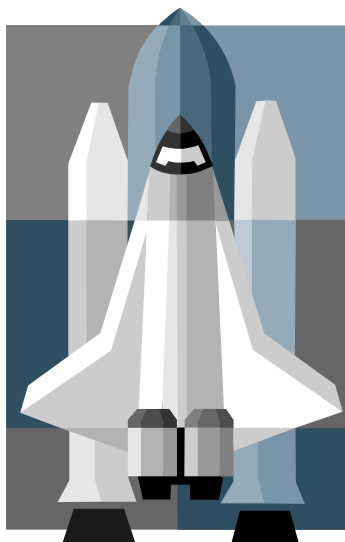
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Benefits for Packer/Shippers

- The world is changing
- Are there unseen benefits?
 - Today?
 - Tomorrow?



How to get started

- Embrace it, don't wait
- Keep it simple, don't over think it
 - Form a team
 - Conduct pilot tests
 - Use data to improve your business
- Seek help
 - www.producetraceability.org
 - Association subject matter experts
 - Early adopting peers



Questions and Answers

Q&A Moderator: Angela Fernandez

- GS1 US
- Senior Director, Industry Engagement
Retail/Grocery/Fresh Foods



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
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- Recording, slides posted to PTI website
- Live event participants: Take our survey

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