

Implementing PTI: Best Practices for Retailers and Receivers

*Official PTI Webinar
October 6, 2011*



CPMATM
ACDFL^{INC.}



United Fresh
PRODUCE ASSOCIATION

Introducer

Ed Treacy

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



Today's outline

- Getting started with your PTI implementation
- Inbound data capture and scanning
- An alternative to outbound data capture or scanning
- Outbound scanning versus utilizing the voice pick code
- Q & A



PTI milestones and target dates

- | | |
|--|-------------|
| 1: Obtain a Company Prefix from GS1 | 2009 |
| 2: Assign GTINs to Cases | 2009 |
| 3: Provide GTIN Information to Buyers | 2009 |
| 4: Show Human-Readable Information on Cases | 2011 |
| 5: Encode Information in a Barcode | 2011 |
| 6: Read and Store Information on Inbound Cases | 2011 |
| 7: Read and Store Information on Outbound Cases | 2012 |



Getting started with your PTI implementation

Teri Miller

- Produce Category Manager, Delhaize America, LLC



Getting Internal Buy-In for PTI Implementation

- Executive Leadership is vital
- Involving all areas of the supply chain:
 - Distribution
 - Information Technology (all areas)
 - Food Safety
 - Accounting, etc.
- Listening, Communication, Education, and Repetition
- Patience
- Passion



Communicating With Suppliers

- **Started Early**
 - Sent multiple letters to our suppliers and provided a contact
 - Held individual discussions
 - Provided Educational Sessions
- **Participated in Industry Communication**
- **Repeated and repeating all of the above**
- **Consistent and Constant communication proves to our suppliers that this is important to us.**



Forming a Cross Functional Team

- True or False?
 - Your Information Technology Group should lead this effort
- Consider how the product flows through your organization to identify who should be involved
 - Understand the physical flow of that product
 - Understand the technological flow of that product – from set-up to shipment to payment
- Without this, FAILURE IS IMMINENT



How to Get Involved & Stay Connected with the PTI

- Visit the website <http://producetraceability.org/>; it is the MOST reliable source of information and provides a great deal of guidance and tools.
- Attend webinars and/or seminars on the subject. Read produce industry publications (newspapers, magazines, linkedin, blogs, etc.)



How to Get Involved & Stay Connected with the PTI

- Inquire with your preferred industry organization (PMA, CPMA, or United Fresh) as to how you can become involved.
- Chat this subject up with your peers in your organization or with your peers in the industry.



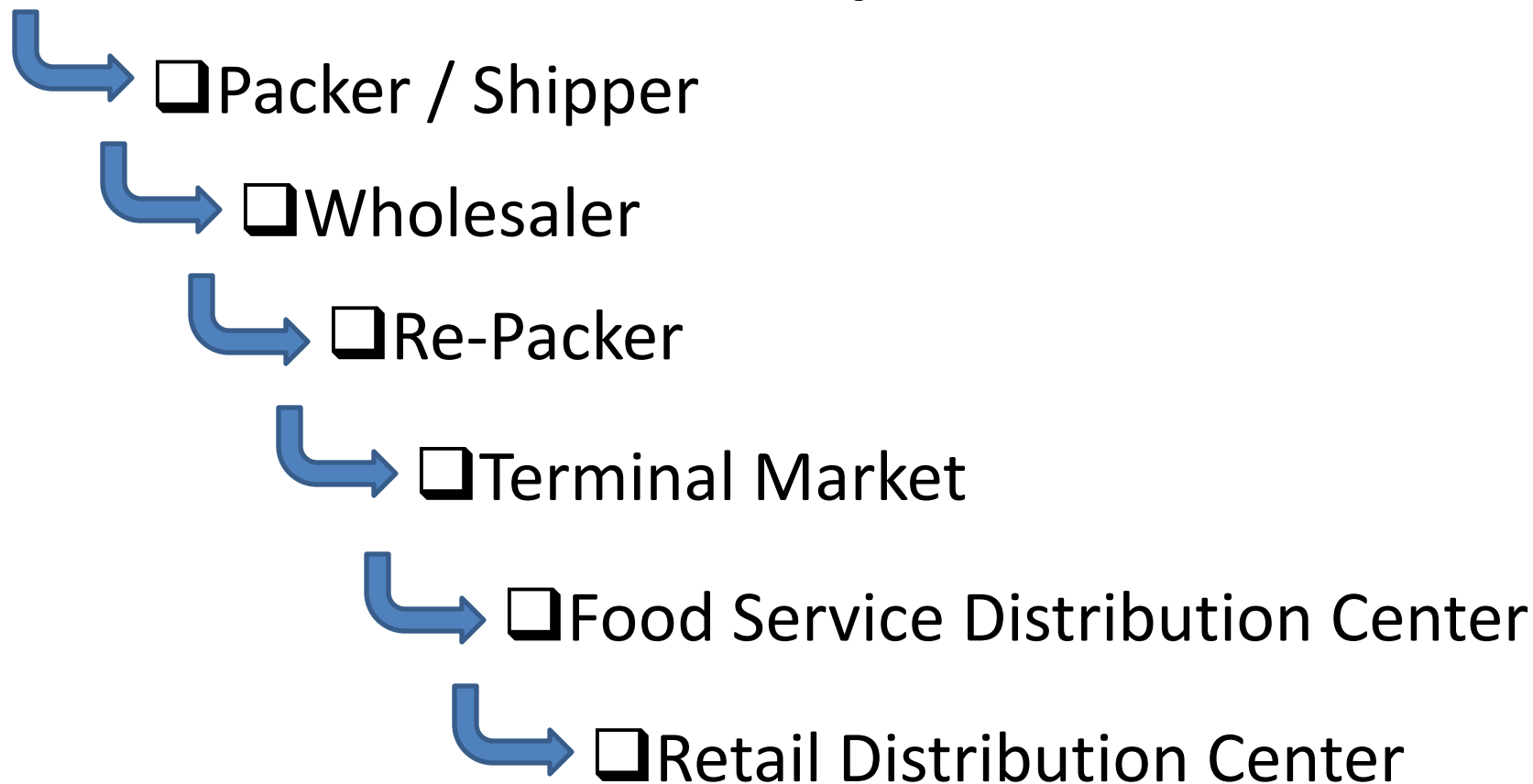
Inbound data capture and scanning

Mike Agostini

- Senior Director, Produce and Floral, Wal-Mart Stores Inc.



Inbounds . . . One step back!



Inbound Capture . . .

- Case GTIN
- Lot Number



. . . Move and store in WMS or equivalent



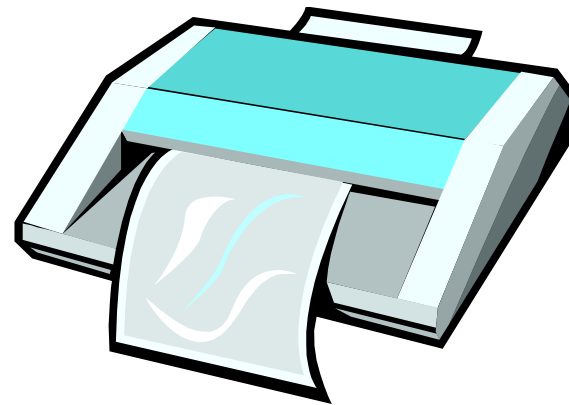
CPMA
ACDFL



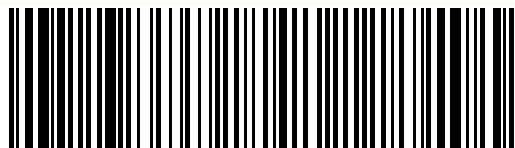
United Fresh
PRODUCE ASSOCIATION

Two methods . . .

- Scan inbounds
- Advance Ship Notice (ASN)

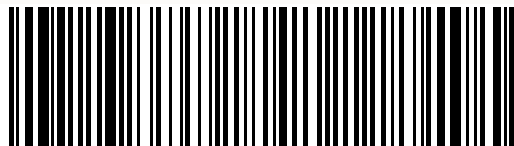


Pallet Label example . . .

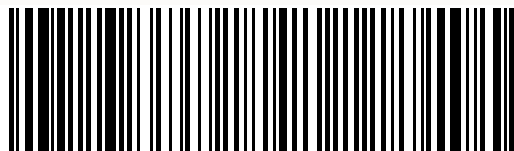


(00) 106141410004151232

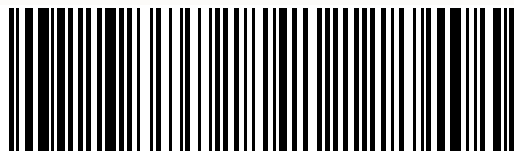
Pallet SCC 18
(Company Prefix + Serial #)



(02) 10614141000423 (10) 022298ARC (32) 40



(02) 10614141000444 (10) 022236ABX(32) 40



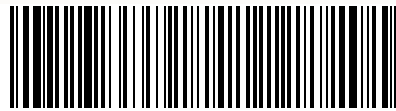
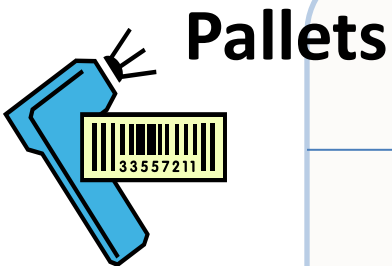
(02) 10614141000625 (10) 022279BBC (32) 40

Case GTIN
Lot #
Quantity

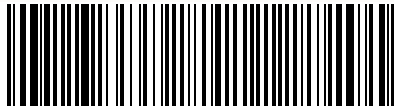


Options for inbound . . .

SCANNING



(00) 106141410004151232



(02) 10614141000423 (10) 022298ARC (32) 40



(02) 10614141000444 (10) 022236ABX (32) 40

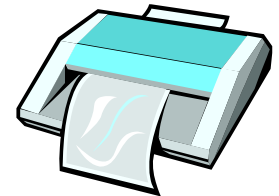


(02) 10614141000625(10) 022279BBC (32) 40

**Scan
Pallets**



ASN's



Or
reconcile to
another receiving
validation

Or
Both

An alternative to outbound data capture or scanning

Nelson Longenecker

- Vice President, Business Innovation, Four Seasons Produce, Inc.



An Alternative Approach

Four Seasons Produce has achieved very high productivity and accuracy rates in its current case-picking operations



Major premise:

We want to achieve precise case traceability without significantly losing productivity

Core Assumption:

It is significantly more efficient to identify lots during receiving than case by case during selection



CPMATM
ACDFL^{INC}



United Fresh
PRODUCE ASSOCIATION

Plan:

- Separate lots during receiving
- Store lots separately
- Replenish lots based on demand, FIFO
- Retain the efficiencies of voice-directed picking
- Link each outbound case to a specific lot



Challenges:

- Dock space to separate lots during receiving
- Reserve space to store lots separately
- Number of pick slots needed
- Proliferation of lots with certain commodities
- Efficiencies of high lift operations



Outbound scanning versus utilizing the voice pick code

Randy Fletcher

- Vice President , Logistics & Supply Chain Management, Associated Grocers, Inc. Baton Rouge.

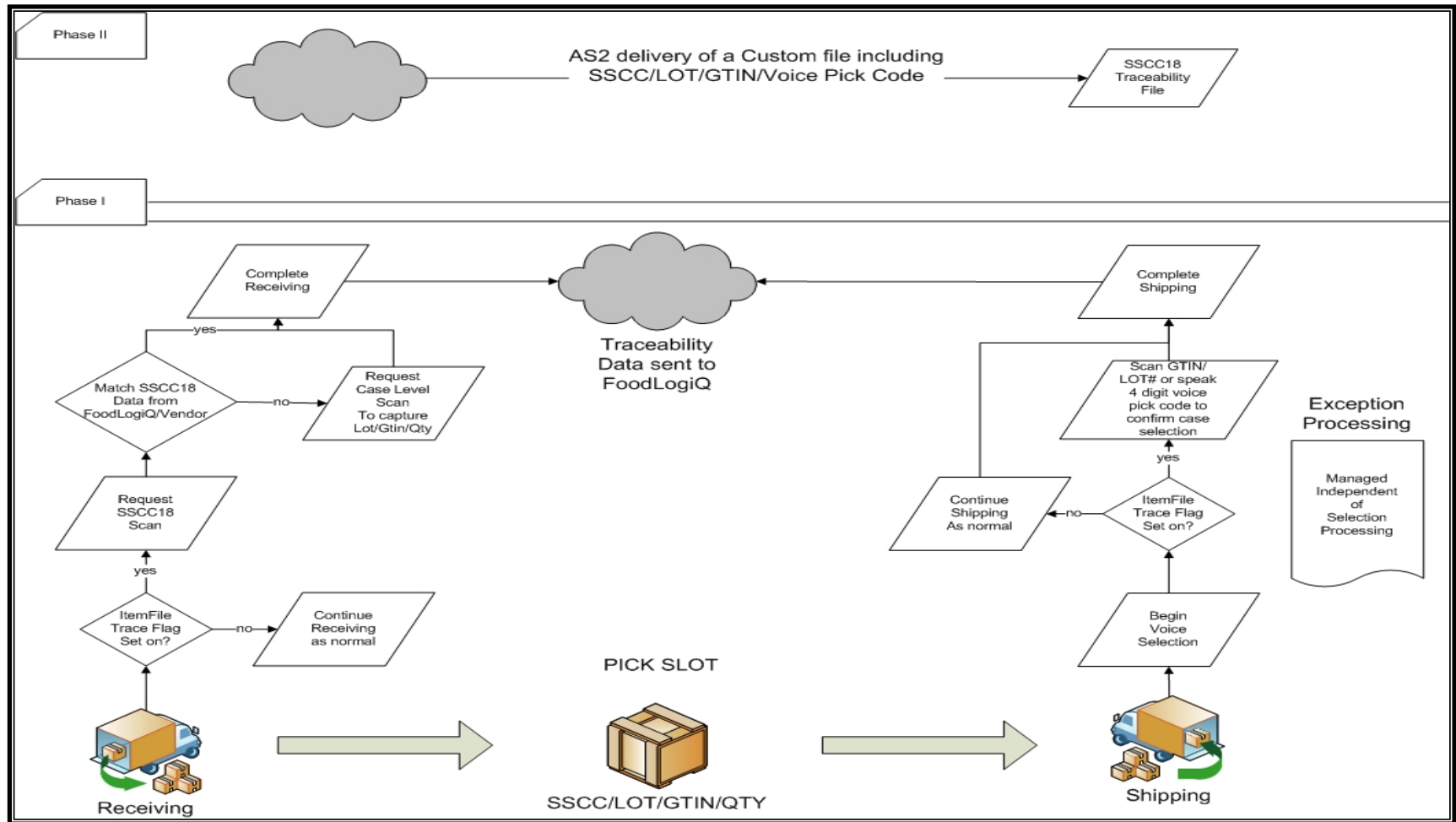


***Milestone #7:
Read and Store Information on Outbound Cases***



The PRODUCE TRACEABILITY INITIATIVE

Outbound Process Flow



CPMA
ACDFL



Picking with



Hardware

Powered by The logo for Retalix Warehouse Management. It features the word "Retalix" in a black, italicized font with a red swoosh underline, followed by the words "Warehouse Management" in a red, sans-serif font.



The PRODUCE TRACEABILITY INITIATIVE

Bluetooth Headset

Finger Scanner

Talkman Unit



CPMATM
ACDFL^{INC}



United Fresh^{OR}
PRODUCE ASSOCIATION

The PRODUCE TRACEABILITY INITIATIVE

- Pallet is placed in pick slot waiting for order selector.



CPMATM
ACDFL^{INC}



United Fresh[®]
PRODUCE ASSOCIATION

The PRODUCE TRACEABILITY INITIATIVE

- Order Selector must voice in the check digit to verify he/she is in the correct location.



Slot # / Check Digit



CPMATM
ACDFL^{INC}



United Fresh^{PRODUCE ASSOCIATION}

The PRODUCE TRACEABILITY INITIATIVE



CPMATM
ACDFL^{INC}



United Fresh^{PRODUCE ASSOCIATION}

Produce Traceable Case Label



The image shows a produce traceable case label for Navel Orange. At the top left is the Lobue Bros logo, a stylized orange slice with the text 'Lobue BROS. CITRUS' below it. To the right of the logo, the text reads 'LOBUE BROS, INC.', 'Lindsay, California', and 'www.lobuebros.com'. Below this is a horizontal line, followed by 'Produce of:' and 'United States'. Underneath is another horizontal line, then the number '211108'. Below this is a third horizontal line, followed by 'Navel Orange' and 'REG DOMESTIC CTN'. A blue arrow points from the text 'GTIN/LOT#' to the barcode. The barcode is a standard 1D barcode. Below the barcode are two lines of numbers: '01) 10054937001005' and '10) 0211108'. To the right of the barcode is a blue speech bubble containing the text 'Voice Pick Code'. Below the speech bubble is a black box with the white number '4175'.

LOBUE BROS, INC.
Lindsay, California
www.lobuebros.com

Produce of:
United States

211108

Navel Orange
REG DOMESTIC CTN

GTIN/LOT#

01) 10054937001005
10) 0211108

Voice Pick Code

4175



CPMA
ACDFL



United Fresh
PRODUCE ASSOCIATION

The PRODUCE TRACEABILITY INITIATIVE

Produce Traceability Voice Logic

Talkman:
Lot for
item 1 of 5

Operator:
Scan
GTIN/LOT

Talkman:
Lot for item
2 of 5

Operator:
Scan
GTIN/LOT

Operator:
5

Talkman:
Pick 5 lot

Talkman:
Go to Aisle
10

Operator:
Scan
GTIN/LOT

Talkman:
Lot for item
5 of 5

Operator:
Scan
GTIN/LOT

Talkman:
Lot for item
3 of 5

Operator:
Scan
GTIN/LOT

Talkman:
Lot for item
4 of 5



CPMATM
ACDFL^{INC}



United Fresh[®]
PRODUCE ASSOCIATION

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

Visit www.producetraceability.org

