





# Safety



- ☐ Dates of **PRODUCTION & EXPIRATION**
- ☐ **QUALITY**
- ☐ **ORIGIN**





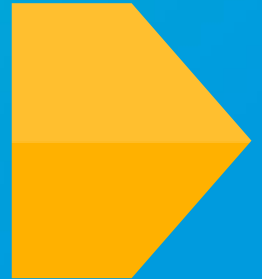
# First step for Reliability

## Identification to Trace





# Standards of **IDENTIFICATION**





# Identification with NUMERIC STRUCTURES

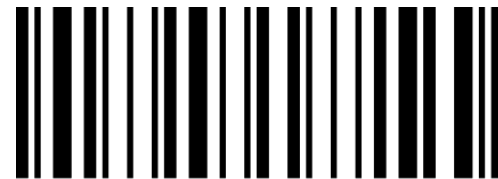
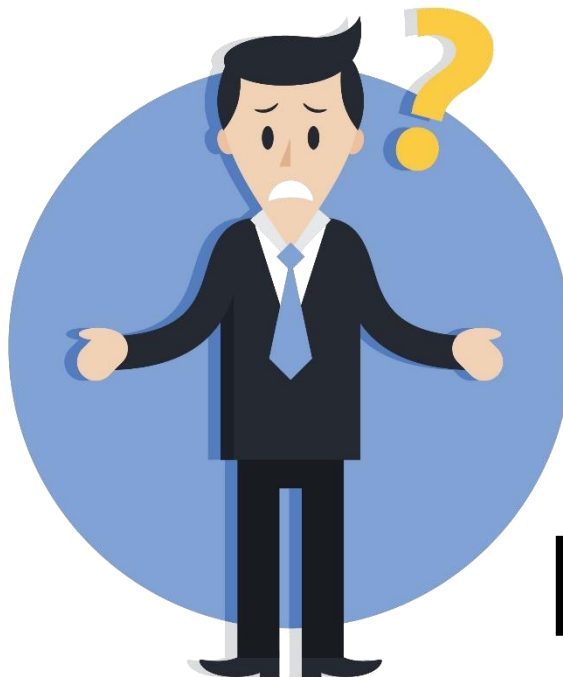




# GS1 STANDARDS vs. Internal Codes



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# Critical Factor



LACK OF  
STANDARDIZATION



**IDENTIFICATION  
is STANDARDIZED**



# Identification of Produce & **FARMER**



7898357410015



7891234561206



7899876548920





# GS1 STANDARDS of Identification



Unique and  
Unequivocal



Secure



International



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BRASILEIRA  
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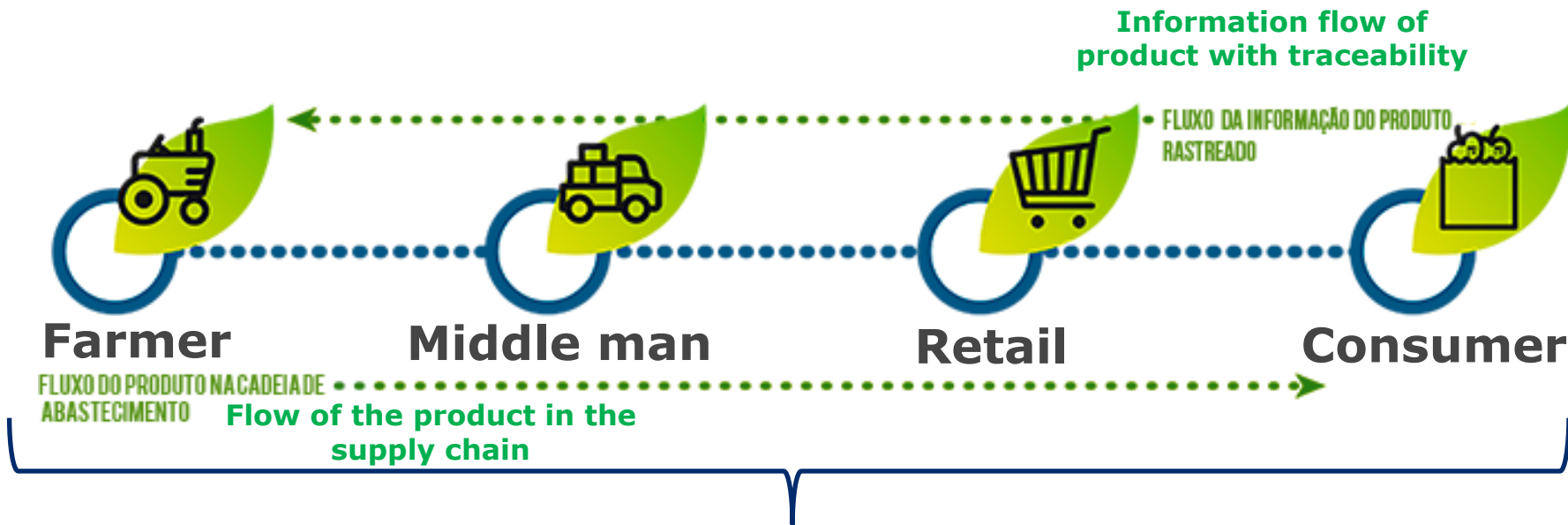


# AGILITY along Processes





# TRACEABILITY Processes



## GS1 Standards



# BAR CODES

## IDENTIFICATION AND CODIFICATION



**UNIT**



**BOX**



**PALLET**

Identification: GTIN  
Code: EAN-13 ou  
GS1 DataBar

Identification: GTIN+  
BATCH of product  
Code: GS1-128

Identification: GTIN +  
BATCH of product  
Code: GS1-128

**PARTNERSHIP** ABRAS (BRAZILIAN SUPERMARKET ASSOCIATION) &  
GS1 Brasil: **STANDARDS** for the “**PROGRAMA RAMA**”



# INFORMATION CONNECTED TO ALL:

## WHERE DEMAND AND SUPPLY INTERCONNECT

### DEMAND FLUX



INDUSTRY

QUALITY OF  
INFORMATION

FAMILIES

RAW MATERIAL

RETAILERS

BUYERS

SOCIETY

### SUPPLY FLUX







**CASES**



# Identification and **TRACEABILITY** of Tomato

- NK Group - associated since 2008
- Identification with GTIN-13 on packages of tomato
- Trade of 2.490.508 packages each year
- Product:
  - Tomato Sweet Grape
  - Traded Brands





# Identification and **TRACEABILITY** of Tomato

- In 2012, started the project to implement GS1-128 in their logistics units for better cargo control and to begin adopting traceability
- The Ais (advanced identification) adopted are:
  - (01) – Global Number of Commercial Item
  - (17) – Maximum Date of Durability (AAMMDD)
  - (13) – Packaging Date (AAMMDD)
  - (10) – Batch number




(01)17898931526535(17)130826(13)130816(10)4119015413

**More than 6.392 boxes are identified monthly.**




# Identification and **TRACEABILITY** of Tomato

- Tracking lot number provided by the traceability system that allows the end consumer to access the product origin through the QR Code or directly on the NK website.
- As a result the consumer has access to the farmer, to the NK packing house and to the place where the product is being marketed through photos and history of each chain.



**Busca Rastro**  
 PariPassu  
[www.paripassu.com.br](http://www.paripassu.com.br)

Tomate Sweet Grape  
7898931526422



Código de rastreamento:  
4119015413

Caminho percorrido pelo produto



**1 PRODUTOR**  
Francisco T. Yamashita...  
São Miguel Arcanjo, SP, Brasil

**2 DISTRIBUIDOR**  
Nk Hortifruti Sp  
São Paulo, SP, Brasil

**3 DISTRIBUIDOR**  
Nk Comércio De Hortifruti...  
Cotia, SP, Brasil



# Identification and **TRACEABILITY** of Tomato

- **0% ERROR** on data insertion through automatic capture of information;
- **EFFICIENCY** in shipment of products to retailers by reading cargo shipped via GS1-128. Boarding time was reduced by 10 minutes.
- Higher efficiency, with a 15% **REDUCTION** in the time of receipt in the retail by means of the reading of loads dispatched via GS1-128.
- **SAFETY and TRACEABILITY** in the reading of GS1-128 that includes the batch / tracking code allowing recall of greater precision by identifying the destination of the product.





- Established in 1983
- 1,200 employees
- Products:
  - Yellow melon
  - Integral cashew juice
  - Cashew nut
  - Spanish Melon (Pele de Sapo)
  - Mini watermelon





# What **HAPPENS** until the Point of sale?





# Farm is **CERTIFIED** by Global GAP





# Identification of the seeds

MELON F-1  
MELON F-1  
MELONE F-1  
KAVUN F-1  
F-1  $\mu$  12

**10.000**

Sementes/Seeds

Treatment/Treatment

**THIRAM-A**

Reglas y Normas CEE  
Categoría Standard  
EC system "St" Product of Spain

SEILLAS FITO S.A.  
Barcelona-España  
www.seillasfito.com

Lote

006/333172-05

Fecha test

01/10

Control fecha

2014

**Itaueira**  
AGROPECUÁRIA

Data de entrega	Cultivar	Lote	Cod	Quant. sementes	Sementes por Estufa	Quant. total
8/8/2010	Melão Amarelo	006/333172-05 8ª imp	46	200.000	8/8/2010	1.00
8/8/2010	Melão Amarelo	006/333172-05 9ª imp	6	20.000	8/8/2010	10
8/8/2010	Melão Amarelo	006/333172-05 9ª imp	41	240.000	8/8/2010	1.2
Total				460.000		

Arcat: 09 de Agosto de 2010

Responsável pela Recebimento



[illegible]

**Identification of seedlings**

WATERMELON 3N/MELANCIA  
 23108130  
 20 B75





**Seedling planting**







# Identification of fields and parcels





# Environmental control



8/9/2007 11:17



**Results**





# Harvest and transportation

30-07-10 12:00

**Itaueira**  
AGROPECUÁRIA S/A

**DESPACHO DE MATÉRIA-PRIMA**

1104-1299

Data	Horário	Variedade ou híbrido	Nº do Corte	Lote ou Área	Nº de contentores	Responsável
30-07-10			41	123		3-100

Com: Com 1



## Reception at Packing House





# Packaging





## Quality control of Itaueira





# TRACEABILITY Fruit to (each) Fruit

- Fruit-to-fruit traceability control is performed by reading the QR Code.
- All you have to do is read the code to gain access to the product information.
- The date of harvesting of the fruit is printed on the farm on the day of harvest / processing.





# TRACEABILITY Fruit-to-Fruit

[QUEM SOMOS](#)[NOSSOS PRODUTOS](#)[DICAS E RECEITAS](#)[NOTÍCIAS](#)[FALE CONOSCO](#)

## Saiba aqui a **origem** do seu produto

Gostaria de rastrear a origem de outra fruta REI? Digite seu código ao lado:

[VERIFICAR](#)

**Localidade:** Aracati - UF: CE  
**Lote:** CEM1A3513-054 V141-145  
**Plantio:** 27/08/2013  
**Colheita:** 28/10/2013 às 08:55:42

### **Variedade:** Melão Amarelo

Família das Cucurbitáceas, a mesma da melancia. É originário da Ásia (provavelmente do Oriente Médio) e da África.

### **Informações Nutricionais**

Agora você vai entender porque é tão bom comer esta fruta. Para mais informações, dúvidas ou sugestões, [Fale Conosco](#).



### **Mais fotos**

Confira logo abaixo como é feito o plantio e superando-se com a infraestrutura e tecnologia

Quantidade por porção	% VD (*)
Valor Energético 65 Kcal = 273 KJ	3
Carboidratos 13g	4
Proteínas (Nx5,75)g=1,8g	2
Sódio 36 mg	1
Ferro 2,4 mg	17
Vitamina C 60 mg	133
Vitamina A 232 µg	40

\* Não contém quantidade significativa de gorduras totais.



# TRACEABILITY of packages



(01)27896806500366(10)10585473

MELON YELLOW HD CANARY

13 KG #8

GLOBALGAP GGN :  
4049929703032

COUNTRY : LOT :  
BRAZIL 10585473

PACK. DATE :  
NOV17

ITAUEIRA  
ARACATI/CE

03 37



# TRACEABILITY of pallets



<b>Itaueira</b> Aracati/CE	
Destinatário: RUJ Com e Benef de Frutas e Ve	Variedade: Melao Amarelo CE
Tipo: CE Melao Amarelo Cepi 4a T4 - certificado pelo GlobalGAP	
GTIN 17896806500512	Data Prod.: 17/11/15
Lote: 5467	Quantidade: 77
Peso Bruto: 931 kg	Pallet: 58089559
SSCC 178968065000893077	
	
(02)17896806500512(10)10305467(37)77	
	
(00)178968065000893077	
L71 <span style="float: right;">FOURD BY UNLP</span>	



# Benefits

- Unique **IDENTIFICATION** of the product
- Improve **SAFETY** for the consumer
- REDUCE** waste and food loss
- Offer **TRANSPARENT** information
- Gains in **EFFICIENCY** to processes







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Thank you very much!  
Muito obrigado!

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