GS1 US Industry Initiatives 2023 Year in Review

In 2023, industry continued to pursue healthy and resilient supply chains despite fast-changing market forces, heightened customer requirements, and market volatility. Technology advances, supply chain demands, and consumers who will vote with their wallets have converged to create a business environment for GS1 US® member companies that must foundationally have good data. What is good data? Good data is accurate, complete, consumable, and persistent. To maintain healthy and resilient supply chains despite fast-changing market forces, heightened consumer informational needs, and general market volatility, industry partners are working harder than ever to strengthen communication and visibility within their increasingly interconnected supply chains.

For over 50 years, GS1 US has offered a strong foundation on which to build, grow, and successfully weather any storm. We thank you and your organization for your dedication, participation, and leadership in our industry initiatives, including developing best practice guidance, implementation support tools, and cross-functional problem-solving sessions, which have reinforced the long-term value of the unique identification of products and locations.

The power of GS1 US is in the hands of our members. Companies and people—like you—who give their time, energy, and passion for the greater good of industry-wide global solutions are the heartbeat of GS1 US. GS1 US closely collaborates with stakeholders across four main industries: apparel/general merchandise, foodservice, healthcare, and retail grocery. This summary highlights our shared accomplishments throughout the year and the impactful contributions of our members across all industry initiatives.

Industry prioritizes the work done within the initiatives. At this time, this is what is most important to them:

- Applying GS1 Standards with a goal of meeting trading partner requirements in the focus areas of "find, buy, trace, and fulfill"

- Leveraging the investment in GS1 Standards to scale to regulatory activities and compliance

- Sharing our knowledge and industry-developed best practices

- Increasing awareness, adoption, and use of GS1 Standards in supply chain visibility for work in traceability, inventory management, and sustainability

- Creating confidence in the quality of data associated with GS1 Standards

Driving global standards forward at scale to help ease the friction both supply- and demand-side organizations encounter is a vital part of our mission. Read on to learn what each of our industries delivered and made possible this past year.
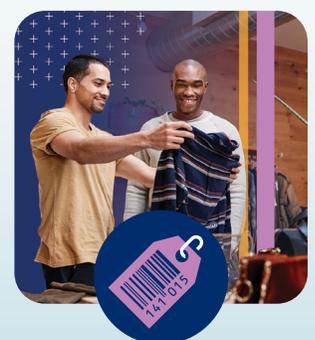
CROSS-INDUSTRY HIGHLIGHTS

✔ Hosted the GS1 US Supply Chain Visibility Summit 2023: Strategies for Resilience and Transformation

✔ Sponsored Innovation in Motion: Shaping the Future of Supply Chain event in collaboration with MIT

✔ Hosted four cross-industry RFID Discussion Group meetings throughout the year, highlighting:

- RFID pilots showcasing supply chain visibility (foodservice, pharmaceuticals, and apparel/general merchandise)
- Research findings related to RFID use and traceability regulations on the horizon
- Expansion of use cases in logistics, claims compliance, and supply chain visibility
- Use of the modernized tag data standard both for encoding attribute data and aligning with 2D barcodes

✔ Produced a series of videos with key partners and industry players, including:

- PepsiCo Enables New Consumer Capabilities with 2D Barcodes
- Becton Dickinson Advances Patient Safety Through Precise Identification
- Digitizing the Supply Chain Through Contactless Delivery
- Oppy Improves Food Safety by Leveraging Enhanced Traceability
- Locally Bridges the Online and In-Store Shopping Experience With GS1 Standards

✔ Delivered informative online content and resources to advocate for the adoption of 2D barcodes and help industry prepare for Sunrise 2027:

- Get Ready for GS1 Sunrise 2027
- Discover the Limitless Possibilities of 2D Barcodes with GS1
- P&G on Moving Toward 2D Barcodes

✔ Created Why Inventory Management Matters for Supply Chain Visibility video

✔ Published The Future of Product Data: Developing More Meaningful Connections With Consumers

✔ Partnered with media brands Inc. and Fast Company to build relevancy of GS1 Standards through in-person panel discussions, articles, and videos

✔ Released "Unlocking Supply Chain Resiliency Report" with MIT Technology Review

✔ Produced 24 episodes of the "Next Level Supply Chain with GS1 US" podcast to help showcase how GS1 Standards continue to propel businesses forward and unlock shared value

GS1 CONNECT 2023 SESSION HIGHLIGHTS

Noteworthy sessions from each industry track include:

Cross-Industry

- 101: RFID Scales Beyond Retail—Inventory Visibility Is Just the Beginning
- 102: Advancing Your Digital Transformation With Advanced Data Carriers

Apparel and General Merchandise

- Gain With No Pain: RFID Learnings for Wide Assortment of Products
- Walking in the Consumer's Shoes: 2D Barcodes Build Connection
- Sustainability Strategies for Turning Inventory Surplus Into Revenue

Foodservice

- Delivering Value With Automation and Governance of Master Data
- Industry 4.0—Digital Transformation Through Traceability
- How Standardized and Digitized Product & Packaging Data Supports Sustainability

Healthcare

- Ticktock: Time Is Running Out on Exception Handling for the Drug Supply Chain Security Act
- Changes to the National Drug Code? What You Need to Know
- What's Next for UDI? How Regulations Are Elevating Transparency

Retail Grocery

- Understanding Why GTIN® Allocation Rules Matter and Debunking Common Misconceptions
- Phygital Approach to Accelerating the Consumer's Path to Purchase
- Food Safety Modernization Act, FSMA Rule 204 for Grocery: What You Need to Know

We are stronger together! The collective of our industry membership—which includes you and your valuable contributions—gives our collaboration the strength, brainpower, and resources needed to tackle even the most complex industry challenges, for the good of all. As your trusted guide and partner on this journey, GS1 US renews its commitment to standards excellence by continuing to grow and innovate alongside your organization, providing everyone with the common framework on which to build bigger, faster, and more interoperable supply chains, both now and in the future.

Here's to an exciting 2024 and the many opportunities the year will bring!

Foodservice GS1 US Standards Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:

  - IAFP 2023 Annual Meeting
  - CSCMP Conference: EDGE
  - IFDA Partners Executive Forum
  - IFMA: Chain Operators Exchange (COEX)
  - Golbon Spring Conference & Awards
  - NRA Supply Chain Expert Exchange
  - DOT Foods Innovation Conference
  - IFDA SMart Conference
  - IFMA Marketing & Sales Conference
  - IFDA Solutions Conference
  - NRA The Table Conference
  - Food Safety Consortium
  - IFMA Presidents Conference
  - FMI, GS1 US, and Deloitte Food Industry Transformation Lab

- Enhanced awareness through media coverage with **79** articles on topics focusing on food safety, FSMA Rule 204, food traceability, product information transparency, and supply chain visibility featured in publications including *U.S. News & World Report, Food Safety Magazine, Food Safety Matters Podcast, Modern Restaurant Management, Food Engineering,* and more.

- Hosted the four-session virtual GS1 US and FMI, The Food Industry Association, Present: FSMA Rule 204 Webinar Series on various foundational topics, guidance, and resources available to help organizations meet FSMA Rule 204 requirements across the supply chain.

FSMA RULE 204 REGULATORY REQUIREMENTS

- Published:

  - GS1 US Application of GS1 System of Standards to Support FSMA 204 Guideline
  - FSMA 204 Frequently Asked Questions
  - FSMA 204 Readiness Checklist
  - FSMA 204 Executive Summary
  - Case Study with CKE Restaurants Holdings, Inc: Tracing Food from Farm to Drive-Thru
  - FSMA 204 Microlearning Module

SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES

- Published:

  - Executive Q&A with Annemarie Vaupel, Vice President Marketing, Hormel Foodservice
  - GS1 US RFID Foodservice Implementation Guideline
  - Executive Q&A with Justin King, Salsify Vice President
  - Case Study with Golden State Foods: Delivering Visibility with a Side of Innovation

GS1 Healthcare US Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:

  - Vizient GLN Workshop
  - DSCSA Exception Handling Workshop
  - HIDA
  - DSCSA: Data Exchange Adoption with Months to Enforcement
  - Inmar GLN Webinar
  - HDA Distribution Management Conference
  - LogiMed 2023
  - SMI Spring Conference
  - GHX Summit
  - Cardinal Health GLN Webinar
  - HDA GLN Webinar
  - Q1 Productions 12th Annual Medical Device & Diagnostic Labeling Conference
  - AHRMM
  - Premier Health GLN Webinar
  - HDA Traceability Seminar
  - LogiPharma
  - OR Manager Conference
  - SMI Fall Conference

- Enhanced awareness through media coverage with **48** articles on topics focusing on Drug Supply Chain Security Act (DSCSA), supply chain visibility/resilience, RFID in healthcare, and data quality featured in publications including *Pharma Manufacturing, RFID Journal, Healthcare Packaging, Pharmaceutical Commerce, Contract Pharma, Bellwether League Leaders & Luminaries,* and more.

ENABLING SUPPLY CHAIN VISIBILITY AND MEETING U.S. FDA UDI RULE AND THE DRUG SUPPLY CHAIN SECURITY ACT REQUIREMENTS

- Published:

  - Addendum: Guidance and XML Examples for Supply Chain Choreographies in Serialized Item-Level Management

- Updated:

  - DSCSA guidance and resource page
  - Applying the GS1 Lightweight Messaging Standard for DSCSA Verification of Product Identifiers
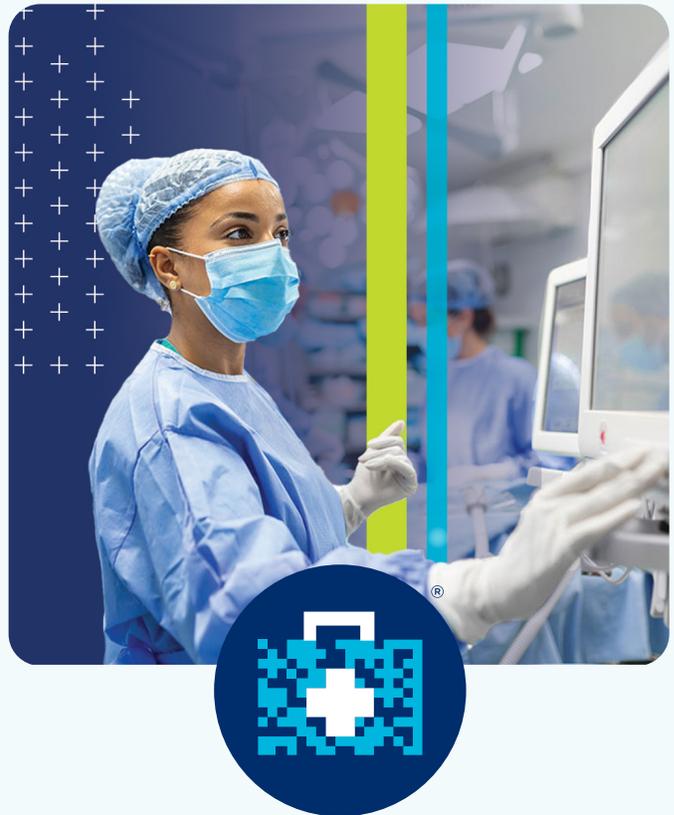
PROMOTING THE VALUE OF UNIQUE IDENTIFICATION AND QUALITY DATA

- Published:

  - Implementation Guideline for RFID in Healthcare Manufacturing
  - Standards and Sensors for Visibility in the Pharmaceutical Cold Chain
  - Unlocking Benefits of GS1 DataMatrix in Non-Retail Healthcare

GS1 US Retail Grocery Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - CSCMP Conference: EDGE
  - GFSI Conference
  - IFT FIRST Annual Event & Food Expo
  - NGA Conference
  - Groceryshop
  - Food and Supply Chain Conference at Western Michigan University
  - Western Food Safety Conference
  - West Coast Produce Expo
  - The Future of Supply Chain
  - Specialty Food Association—Fancy Food Show
  - FMI Supply Chain Forum
  - ACP Conference
  - IFPA Global Produce & Floral Show
  - AgGateway Mid-Year and Annual Conference
  - FMI, GS1 US, and Deloitte Food Industry Transformation Lab

- Enhanced awareness through media coverage with **79** articles on topics focusing on food safety, FSMA Rule 204, food traceability, product information transparency, and supply chain visibility featured in publications including *U.S. News & World Report, Food Safety Magazine, Food Safety Matters Podcast, Modern Restaurant Management, Food Engineering*, and more.

- Hosted the four-session virtual GS1 US and FMI, The Food Industry Association, Present: FSMA Rule 204 Webinar Series on various foundational topics, guidance, and resources available to help organizations meet FSMA Rule 204 requirements across the supply chain.

FSMA 204 REGULATORY REQUIREMENTS

- Published:
  - GS1 US Application of GS1 System of Standards to Support FSMA 204 Guideline
  - FSMA 204 Frequently Asked Questions
  - FSMA 204 Readiness Checklist
  - FSMA 204 Executive Summary
  - Case Study with Culinary Collaborations LLC: A Powerful Traceability Program Tracks an Ocean of Data While Preparing for FSMA 204
  - FSMA 204 Microlearning Module
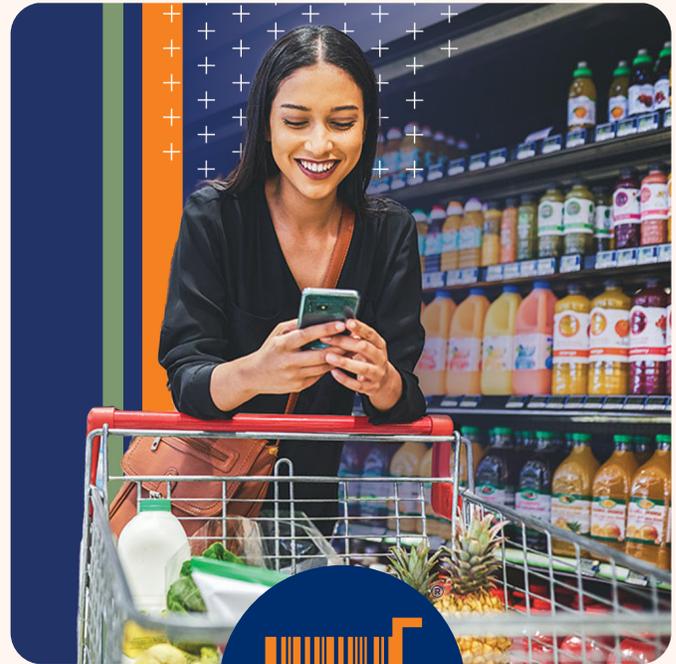
SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES

- Published:
  - Case Study with Union Farms: How a Leading Pork Producer Achieves Carbon Neutrality in the Name of Sustainability
  - Executive Q/A with Katy Jones, Chief Customer Officer at Trustwell
  - Executive Q&A with Steve Mavity, SVP of Technical Services and Corporate Quality at Bumble Bee Seafoods

GS1 US Apparel and General Merchandise Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - NRF 2023
  - RILA LINK: The Retail Supply Chain Conference
  - Shoptalk
  - Vendor Summit
    - Dillard's
    - DICK'S Sporting Goods
    - BJ's Wholesale Club
    - Walmart
  - Home Delivery World
  - Fluent Commerce
  - Auburn University Board Meetings
  - RFID Journal LIVE!
  - RVCF
- Enhanced awareness through media coverage with **35** articles on topics focusing on claims compliance, RFID retailer mandates, RFID adoption, TDS 2.0, and product information featured in publications including *DC Velocity, RFID Journal, Packaging World, OEM Magazine, Fluent Commerce,* and more.

ENABLING SUPPLY CHAIN AND INVENTORY VISIBILITY

- Published:
  - Unlocking the Benefits of 2D Barcodes in Apparel and General Merchandise
  - Retail's RFID Revolution: Front-of-Store Applications (Jointly written by GS1 US and MIT Auto-ID Laboratory)

- Updated:
  - GS1 US RFID Claims Compliance Guideline for the Apparel Industry
  - Step-by-Step Worksheet: EPC Encoding for Products

LEARN MORE ABOUT OUR INDUSTRIES BELOW AND VIEW THE LIST OF OUR INITIATIVE MEMBER COMPANIES:

Foodservice

Retail Grocery

Healthcare

Apparel and General Merchandise

GS1 US Corporate Headquarters
Princeton South Corporate Center, 300 Charles Ewing Boulevard
Ewing, NJ 08628 USA
T +1 937.435.3870 | **E** info@gs1us.org
www.gs1us.org

Connect With Us