The GS1 US Retail Grocery Initiative is a voluntary, collaborative industry effort seeking to address current industry challenges to further improve product information and images, supply chain visibility, and operational efficiencies.

This structured Initiative for retail grocery aims to enable stakeholders to focus on the most important industry problems, streamline resources, and drive adoption and implementation of the industry-defined solutions leveraging GS1 Standards.

**Get Involved in the GS1 US Retail Grocery Initiative**
By joining the Initiative, your organization will take a leading role in driving widespread and positive change in the grocery industry.

**Who Should Join?**
- Suppliers
- Processors/Manufacturers
- Distributors
- Wholesalers
- Retailers
- Logistics Providers
- Technology Providers
- Industry and Trade Associations
- Academia

**Benefits of the GS1 US Retail Grocery Initiative**
- Offers engagement with peers and trading partners in a collaborative working environment
- Helps define solutions for regulatory compliance regarding traceability and food and product safety
- Creates a holistic approach for the industry
- Advances alignment on critical industry challenges
- Drives industry-wide adoption and implementation

To learn more and join, visit [www.gs1us.org/retailgrocery](http://www.gs1us.org/retailgrocery)

“*It’s a forum [Retail Grocery Initiative] where everybody in retail can contribute to the process of using a single set of standards, which is critical since it’s getting harder and harder to sustain support of different customer requirements.*”

Tyson Foods*

“*Working with others in the industry on this Initiative enables us to contribute to the development of best practices for common data standards, which ultimately will enable retailers to better meet the changing needs of their customers.*”

Retail Business Services, an Ahold Delhaize USA company

*Source: Case Study: Tyson Foods — Putting customers and consumers first by leveraging GS1 Standards for stability and velocity.
GS1 US Retail Grocery Initiative Workgroups

Initiative members provide functional and technical expertise to address challenges and opportunities in the adoption and implementation of GS1 Standards in collaboration with representatives from every segment of the supply chain and GS1 US business and standards teams. Join one or more workgroups to share ideas, learn from peers, and develop implementation tools, resources, educational materials, and best practices in support of the Initiative.

Joint Product Information and Image Governance Workgroup
The Joint Product Information and Image Governance Workgroup provides guidance as to how product data and images for items sold in retail grocery and foodservice can be best used and shared between trading partners and transmitted through the Global Data Synchronization Network™ (GDSN®).

Supply Chain Visibility Workgroup
Develops and deploys industry-specific guidance and best practices for managing supply chain visibility and key business processes, including inventory management, on-shelf availability, recall readiness, and others that depend on enhanced visibility.

Joint Foodservice and Retail Grocery Data Quality Workgroup
Collaborates across the two distribution channels to define evolving data quality requirements and develop best practices to satisfy consumer as well as trading partner expectations for rich and accurate information.

Cross-Industry Blockchain Discussion Group
With growing interest in the transformative promise of blockchain, it has become clear that focused use case discussions are needed to address the future of transparency and data sharing. This discussion group meets monthly to explore challenges and opportunities.

To join the Initiative and get involved in workgroups to drive industry forward, please contact retailgrocery@gs1us.org