Organizations large and small doing business in retail grocery and foodservice are looking to implement case-level traceability to:

- Increase information transparency for consumers
- Streamline business processes
- Optimize supply chain visibility
- Enhance food safety and traceability

**Milestones for implementing GS1-128 barcodes for traceability**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Create GTINs for cases</td>
</tr>
<tr>
<td>2</td>
<td>Coordinate data requirements for the label (e.g., batch/lot/serial number, etc.)</td>
</tr>
<tr>
<td>3</td>
<td>Prepare software/hardware for new label/barcode application</td>
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<tr>
<td>4</td>
<td>Pilot implementation (internal and external)</td>
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<tr>
<td>5</td>
<td>Implement case labeling</td>
</tr>
<tr>
<td>6</td>
<td>Capture Key Data Elements for Critical Tracking Events</td>
</tr>
</tbody>
</table>

**Why use GS1-128 barcodes?**

You can leverage your company’s existing investments in GS1 Standards such as Global Trade Item Numbers (GTINs) to achieve case-level electronic traceability with the use of GS1-128 barcodes.

A GS1-128 barcode is a case-level barcode that allows companies to encode additional information with their GTINs, such as batch/lot/serial numbers, best-by dates, and more.

For resources to support your implementation efforts, visit [www.gs1us.org/retailgrocery](http://www.gs1us.org/retailgrocery)
Core Information for Case Label

<table>
<thead>
<tr>
<th>Data Element</th>
<th>Expressed as Human-Readable Text on the Label</th>
<th>Expressed as Machine-Readable Form (encoded in a GS1-128 barcode) and Human-Readable Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Trade Item Number® (GTIN®)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Batch/Lot or Serial Number</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Product Date</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Brand Owner or Supplier Name</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Product Name or Description</td>
<td>✔</td>
<td>✗</td>
</tr>
</tbody>
</table>

What You Need to Do

Collect
• Gather the data elements you need for your case labels

Label
• Encode your GTIN along with batch/lot number and/or additional product data in a GS1-128 barcode and display human-readable interpretation of encoded data
• Integrate additional data needed in human-readable text to be printed on your case label

Communicate
• Discuss with your trading partners how both of you plan to scan/store GS1-128 barcode data for improved business process efficiencies for increased information transparency for consumers, streamlined business processes, and optimized supply chain visibility

Join industry leaders to achieve 10 percent increase in implementation of GS1-128 barcodes by 2018

The Supply Chain Visibility Workgroup of the GS1 US Retail Grocery Initiative has created a roadmap for implementing GS1-128 barcodes for case-level electronic traceability to increase adoption by 10 percent.
• Suppliers/distributors using GS1-128 barcodes
• Suppliers/distributors storing GS1-128 barcode data (GTIN, Lot/Batch/Serial Number, Date)
• Grocery retailers scanning GS1-128 barcodes on cases
• Grocery retailers storing GS1-128 barcode data (GTIN, Lot/Batch/Serial Number, Date)

The GS1 US Retail Grocery Initiative is focused on improving:
• Product information and images
• Supply chain visibility
• Operational efficiencies

To learn more and join, visit: www.gs1us.org/retailgrocery

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