As we reflect on our accomplishments of 2019, the GS1 US Retail Grocery Initiative (RGI) would like to recognize the contributions of our members and acknowledge the continued progress we are driving in the adoption and use of GS1 Standards across the grocery supply chain.

This past year we delivered a number of resources and engaged our industry to:

- Improve product information accuracy
- Promote the value of unique identification
- Strengthen the foundation needed for effective food safety and traceability
- Advocate for the importance of cross-industry alignment for efficient business processes

Here are just some of the highlights:

**Industry Advocacy and Thought Leadership**

To demonstrate the value of GS1 Standards in end-to-end supply chain operations, and to advocate the benefits of RGI membership to drive industry-wide adoption, we have leveraged industry events/communications opportunities.

- Hosted nearly 299 members from the GS1 US Retail Grocery Initiative and the Foodservice GS1 US Standards Initiative in joint member meeting at GS1 Connect in Denver. Also delivered a successful Grocery Track with sessions focused on enabling full supply chain visibility.
  
  We once again would like to congratulate Procter & Gamble for receiving the *Innovation Excellence Award* for its transformative use of GS1 Standards to provide consistent, complete and accurate product information to consumers, while aligning with partners to improve broader efficiency and visibility.

- Published regular joint retail grocery/foodservice industry updates featuring a selection of educational resources and tools to help our community increase the adoption and use of GS1 Standards

- Continued close partnership and support of the USDA Global Branded Food Products Database to strengthen public health and the open sharing of food composition data

- Continued to stay involved with SmartLabel™ attribute growth and adoption

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - Preparing for Blockchain and IoT: It’s All About the Data at The NGA Show
  - Building a Global Traceability Ecosystem for the Common Good at the GFSI Conference
  - A Data Quality Deep Dive: Inside Beaver Street Fisheries’ Commitment to Transparency at IFT 2019
  - Streamlining Data Exchange Processes To Keep Pace With Customer Demands at MDM & Data Governance Summit
  - How to Solve the Challenge of Last Mile Logistics at CSCMP Edge Conference
  - Gaining Control of Data and Supply Chain Visibility with GS1 Standards at NACS Show
  - GS1 GLN and GTIN in Agriculture at AgGateway Annual Conference
Attended industry meetings at PMA Fresh Summit, United Fresh Convention, Food Safety Summit, Food Safety Tech Conference, Groceryshop, SIGMA Conference, FMI Private Brands Summits, Conexxus Annual Conference.

Enhanced awareness through media coverage with 40 articles, 11 media interviews and 8 contributed features on topics ranging from traceability, blockchain, data quality, digital transformation, to information transparency, with expert commentary and thought leadership featured in publications, including GFSI, Food Safety Magazine, Information Management, SupplyChainBrain, and Progressive Grocer.

Product Information and Images and Data Quality

- Launched **Verified By GS1** to enhance data accuracy/consistency of a core set of attributes between brand owners and data recipients:
  - Engaged "Wave 1" Executive Leadership Committee companies and "Wave 2" remaining RGI member companies to prepare their data for upload as brand owners, and prepare to query data as data recipients via GS1 US Data Hub®
  - Launched **Verified by GS1** webpage with Frequently Asked Questions about the program
  - Published **Product Image URL Guidance** to provide support on image URL creation for Verified by GS1
  - Hosted webinar **What's Verified by GS1: Improving data quality around the world with 7 attributes**

- Published two case studies on the importance of quality data and data governance best practices:
  - Bush Brothers - Bean Counting is Easier with Quality Data
  - Georgia-Pacific - Centralizing Data Governance Maintains Data Quality

- Updated guidance documents/resources:
  - [Retail Grocery and Foodservice Interactive Attribute Spreadsheet](#)
  - [GS1 US Guidance for Sharing Product Attributes via GDSN in Retail Grocery](#)
  - [GS1 US Product Images Application Guideline for the Retail Grocery & Foodservice Industries](#)
  - [Explore Critical Tracking Events (CTEs) and Key Data Elements (KDEs)](#)

- Conducted cross-industry webinars:
  - The Building Blocks of Quality Product Data
  - Improving Product Data Quality: Industry Leaders Tell It Like It Is
  - The Value of Sharing and Synchronizing Trusted Data
  - Advancing Your Data Sync Program to Enable Future Capabilities

Supply Chain Visibility and Operational Efficiencies

- Conducted grocery-focused and cross-industry webinars:
  - [5 Ways to Leverage Your Barcode Investment in Grocery and Foodservice](#)
  - Understanding the Value of Supply Chain Visibility
  - Produce Identification, Barcoding and Traceability - co-hosted with CPMA, PMA and United Fresh

- Updated: [Implementation Roadmap for GS1-128 Barcodes on Retail Grocery Cases](#)
- Published: [Food Industry Guidance for Streamlining Your Logistics Label](#)

Cross-Industry Blockchain Discussion Group

- Conducted cross-industry webinar **Why Standardized Data for Blockchain is a Must**
- Published informational poster **What’s Blockchain Really All About**
- Published overview flyer **EPCIS - Sharing "Event Data" During a Product’s Lifecycle**

We would like to thank you, our members, for your efforts and support this year. At GS1 US®, we are proud to provide a forum that helps industry work toward an even more transparent and efficient supply chain.