

## GS1 US Retail Grocery Initiative 2021 Year In Review



As we reflect on 2021, the pace of change in business continued to demand resilience from all of you, our members. We salute your commitment to the use of GS1 Standards in driving supply chain excellence and the collaboration it takes to move industry forward. With your leadership and advocacy in our workgroups, you have demonstrated your support for the foundational value of unique identification of products and locations. You've helped raise the bar for supply chain resilience in the context of automated business processes and digital transformation. This summary is focused on our industry's accomplishments and the contributions of you, our members, in driving the adoption and use of GS1 Standards across the retail grocery supply chain.

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

- Enhance information accuracy
- Promote the value of unique identification
- Strengthen the foundation needed for effective food and product traceability

Here are just some of the highlights:

### Industry Advocacy and Thought Leadership

- Provided leadership to help industry prepare for the Food and Drug Administration (FDA) Food Safety Modernization Act Proposed Rule 204
  - [GS1 US Comments for the Food Safety Modernization Act \(FSMA\) Proposed Rule](#)
  - GS1 US experts offered a live Q&A session for those participating in the FDA Traceability Challenge
  - Kicked off new FSMA 204 Workgroup to develop industry guidance
  - GS1 US was a guest speaker on [US F.D.A. podcast TechTalk](#) supporting industry traceability efforts
- Published initiative member newsletters and regular joint foodservice/retail grocery industry updates featuring a selection of educational resources and tools to help our community increase the adoption and use of GS1 Standards
- Helping both supply and demand-side organizations, as well as solution providers, get started with a migration path toward the "next dimension" of barcodes with Sunrise 2027, we launched *The GS1 US Barcode Capabilities Test Kit* to assess the ability to scan 2D barcodes at POS
- Attended and/or co-presented sessions with industry partners at several industry events and meetings. Some highlights include:
  - Hosted *Fireside Chat on Supply chain Visibility and FSMA* at the Global Food Safety Initiative (GFSI) Conference

- Presented “*How to Earn Limitless Consumer Engagement Opportunities by Streamlining On-Pack Barcodes*” at the Council of Supply Chain Management Professionals (CSCMP) Edge Conference
- Presented “*Same Product, Different Channel: How to Maintain Consistent Product Identity Between Physical and Digital Worlds*” at the NGA Conference (National Grocers Association)
- Provided “*Update on GLN, Supply Chain Visibility, and 2D barcodes*” at AgGateway
- Held nine grocery-specific sessions during GS1 Connect: Digital Edition, including:
  - *How High-quality Product Content Drives Consumer Commerce Engagement*
  - *Traceability: Compliance and Beyond*
- Continued to drive awareness and adoption with key government agencies, associations, convenience stores, small and mid-tier suppliers/retailers
- Enhanced awareness through media coverage with 98 articles, 17 media interviews, and 9 contributed features on topics focusing on New Era of Smarter Food Safety, Food Safety Modernization Act (FSMA), food traceability, product information transparency, COVID-19 impact, blockchain with expert commentary and thought leadership featured in publications, including *The Global Food Safety Initiative (GFSI) Coalition*, *Food Safety Magazine*, *Information Management Magazine*, *SupplyChainBrain Magazine*, and *Progressive Grocer Magazine*

### Product Information, Images, and Data Quality

- *The Joint Product Information, Images, and Governance Workgroup (PIIG)* was approved as the official governing body for the U.S. Local Layer of the Global Data Model (GDM)
- Continued work with a subteam to review the CORE, GLOBAL, and REGIONAL/LOCAL attributes. Ten attributes from the North American Regional Layer were moved to the U.S. Local Layer. Final Global Data Model US local layer has been reviewed and approved by US membership and is ready to be shared. Subteam also reviewed new attributes from 2021 GDSN releases.
- Directly supported members to prepare for the use of the **Verified by GS1** capability to enhance data accuracy/consistency of a core set of attributes between brand owners and data recipients:
  - Hosted webinar *Verified by GS1: Perspectives, Benefits from Supply and Demand Side* with participation from The Kellogg Company and Kroger
  - Enhanced GS1 US Data Hub materials, release notes to support understanding of Verified by GS1 capability by both brand owners and data recipients
- Updated guidance documents/resources:
  - [Quick Reference Guide for GDSN Image Versioning Attributes](#)
  - [How to Build a GS1 Global Trade Item Number \(GTIN\) Into a GS1 DataBar Barcode for Produce](#)
- Conducted **cross-industry** webinars:
  - *How Bush Brothers is Transforming Its Omni-Channel Commerce Experience*
  - *Product Data Wellness: Tools and Techniques to Help Your Business Stay Strong*

### Supply Chain Visibility and Operational Efficiencies

- Published [GS1 US EPC Extended Attributes Value Matrix: The RFID Advantage](#)
- Published [GS1 US EPC Extended Attributes Implementation Guideline for Food Industry](#)
- Launched new [Global Location Number \(GLN\) web pages](#)

- Conducted **cross-industry** webinars:
  - *Solution Partner - Traceability from Start to Finish: How to Maximize Visibility and Minimize Risks*
  - *Digitize Your Supply Chain to Stay Ahead of Consumer Expectations*
  - *Solution Partner - How the Digitalization of the Food Supply Chain Brings Value to the Brand*
  - *Unlocking the Key to Interoperability and Traceability*

## Cross-Industry Activities

- Supply Chain Optimization Cross-Industry Discussion Group
  - Continuing the industry collaboration around supply chain visibility, traceability, and inventory management, this year we expanded the focus of the blockchain discussion group to include the linkages between GS1 Standards and supply chain optimization to form this new group. The purpose of this expanded effort is to ensure current and future investments in unique identification via GS1 Standards and quality data to help companies of all sizes continue working toward full visibility and transparency.
- Developed cross-industry [EPC-enabled RFID Web Experience](#)

Businesses, particularly those disrupted by COVID-19 challenges in the last 18 months, recognize the foundational value of unique identification of products and locations in running their operations efficiently. Supply chain resilience and performance are functions of the business processes built on identification and automation. Consumer expectations for rich, accurate, and trusted data shape digitization priorities that ultimately lead to supply chain visibility. To this effect, we are also helping both supply and demand-side organizations as well as solution providers get started with a migration path toward the “next dimension” of barcodes in preparation for [Sunrise 2027](#). We have also launched the [Next-Level Supply Chain with GS1 US podcast](#) to broaden awareness of the power of standards. With you, and our other members, GS1 US remains committed to serve and support industry, leading the way for GS1 Standards to be for a key component of supply chain optimization.

You make a difference in the world by keeping supply chains running and providing essential products and services where and when they are needed. Thank you for everything you do, and we look forward to the great work we will do together in 2022!