GS1 US Industry Initiatives
2022 Year in Review

2022 brought another year of unprecedented headwinds and change. Globally we faced war, food insecurity, and ongoing health concerns; domestically, we were challenged with continued supply chain disruptions, inflation spirals, and labor market battles. The reliance on standards became more important than ever. Unique identification that is persistent across physical and digital platforms is now table stakes for industry partners. The consumer expectation for immediate access to complete and accurate data is impacting brands like never before. We continue to hear from our advocates and partners that our role as a convener of industry voices in a “safe harbor” environment is critical to facing these challenges with efficiency and evolution of the 50+ year investment in GS1 Standards. We thank you and your organizations for your dedication and leadership in our industry initiatives, including workgroup activities, the Global Standards Management Process, and cross-functional problem solving, which has reinforced the foundational value of the unique identification of products and locations.

As you know, GS1 US works with stakeholders across four industries: apparel/general merchandise, foodservice, retail grocery, and healthcare. This summary highlights our shared accomplishments and the contributions of our members across all initiatives:

- Apply GS1 Standards with a goal of regulatory requirement compliance
- Invest in thought leadership for emerging technology and standards evolution needs
- Drive awareness, adoption, and use of GS1 Standards for supply chain visibility
- Advance data quality adherence and advocacy

Consumer and patient expectations for rich, accurate, and trusted data shape digitization priorities that ultimately lead to enhanced supply chain visibility. To this end, we are 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—A New Dimension in Barcodes*.

We continue to publish episodes of the *Next Level Supply Chain with GS1 US* podcast to broaden awareness of the power of global standards.
The collective of our industry membership—which includes you!—brings a powerful brain trust with which we tackle industry problems. As your partner in this journey, GS1 US remains committed to serving and supporting you and your company. We understand your trust in us to lead the way for GS1 Standards to be a key component of your supply chain optimization.

Thank you for everything you do, and we look forward to continuing our great work together in 2023!

CROSS-INDUSTRY HIGHLIGHTS

- Launched a new Supply Chain Visibility webpage
- Updated the GS1 US National Data Quality Playbook to reflect considerations for all industries
- Published Autonomous Retail Whitepaper: Frictionless Future
- Released Information Accuracy Diagnostic Tool Video
- Published North American Case Code Labeling Guidance
- Published 2D in Distribution Overview
- Published initiative member newsletters featuring a selection of educational resources and tools to help our community increase the adoption and use of GS1 Standards
- Enhanced and executed the RFID Implementation Program
- Hosted 4 Cross-Industry RFID Discussion Group meetings throughout the year, highlighting:
  - Use cases and key trends from industry leaders
  - RFID technology through a hands-on demonstration at GS1 Connect
  - The significance of GS1’s Electronic Product Code (EPC) modernization work, including details, implementation insights, and performance research regarding the deployment of the new RFID tag data standard
- Conducted cross-industry webinars:
  - Supply Chain Visibility Summit: Advancing Together for the Digital Future
  - MVP Webinar: How Your Supply Chain Can Lead You to Victory
- Held multiple industry-specific sessions during GS1 Connect 2022, two highlighted sessions from each include:
  - **Foodservice:**
    - Sustainability With Smart Farming and Animal Welfare Traceability
    - Winning Strategies for Sharing Product Content in the Global Data Synchronization Network™ (GDSN®) and Beyond
  - **Healthcare:**
    - The Next Steps for the Drug Supply Chain Security Act, DSCSA
    - Smarter and Safer Hospitals: When Innovative Technologies Meet Patient Safety
  - **Retail Grocery:**
    - Ready or Not! The Proposed Rule for Food Traceability Is Coming
    - Leadership Insights on the New Consumer: Preparing for the Future
  - **Apparel and General Merchandise:**
    - Unlock Contactless Delivery Options with Digitized Data
    - Revitalize Your Go-to-Market with Automated Product Data Validation
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:
  • AFFLINK Summit
  • AIM Current State of Traceability webinar
  • AIM FSMA 204 Webinars
  • CSCMP Conference
  • Food Engineering Tech Tools to Help Processors Make Sense of Today’s Supply Chain Webinar
  • Golbon Fall Conference
  • IFDA Smart Conference
  • IFDA Distribution Solutions Conference Food Safety Committee Meeting
  • IFMA Chain Operators Exchange (COEX)
  • IFMA Marketing and Sales Conference
  • IFMA Presidents Conference
  • NRA Supply Chain Marketing Executive Group
  • Women’s Foodservice Forum
• Reoccuring meetings with IFDA and IFMA were established to align on marketing contacts.

INFORMATION ACCURACY AND DATA QUALITY
• The Joint Product Information, Images, and Governance Workgroup has launched the GS1 US Image Guideline Review subgroup to establish common business challenges and best practices to create a new GS1 US Image Guideline.
• The Joint Product Information, Images, and Governance Workgroup managed the GDSN & Global Data Model (GDM) review of four GDSN releases, funneled three new work requests through the GSMP process, and added 14 attributes to the GDM Local Layer.
• The Foodservice Attribute Subgroup published:
  • GS1 US Foodservice Recommended GDSN Trade Item Attribution

SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES
• The Joint Foodservice & Retail Grocery FSMA 204 Workgroup drafted guidance for publishing the Food Safety Modernization Act (FSMA) rule in November 2022.
• Published Documents:
  • Case Study with Independent Purchasing Cooperative/Subway: Inventory Management Solution Helps Eliminate Pain Using GS1 Standards
  • Executive Q&A with Kent McClelland, President and CEO of Shamrock Foods Company, which highlights longevity in foodservice, digital transformation, and supply chain disruptions
  • Executive Q&A with Brian Murphy, Vice President of Data and Analytics at Aramark, which highlights data management and unique identification in foodservice
  • Case Study with Georgia-Pacific: Adding GS1 Global Location Numbers to Their Data Set Adds Efficiency
  • Case Study with CKE Restaurants: Leveraging GS1-128 Barcodes to Meet Regulatory Requirements
  • Foodservice GS1 US Standards Initiative Flyer
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:
  - AIM WG Meeting
  - AHRMM 2022
  - Axia Value Chain Summit
  - GS1 Global Healthcare Conference
  - HDA Distribution Management Conference & Technology Expo 2022
  - HDA Traceability Seminar
  - LogiMed 2022
  - Healthcare Connect Partners’ Spring Hospital OR & Surgical Conference
  - PDG Meetings
  - SMI Spring Conference
  - SMI Fall Conference


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

- Updated Documents:
  - 2022 Update: Gearing Up for Interoperability Pharmaceutical Industry Readies for Full Interoperability Starting in 2023
  - Applying the GS1 Lightweight Messaging Standard for DSCSA Verification of Product Identifiers
  - Frequently Asked Questions in Preparing for the U.S. DSCSA
  - GS1 US Implementation Guideline: Applying GS1 Standards for DSCSA and Traceability Release 1.3

- Published Documents:
  - Best Practice Guide for Sharing Vital Attributes for the Drug Supply Chain Security Act (DSCSA)
  - Creating the Case for Trusted Data: Attribute Lists and Implementation Insights for Pharmaceuticals under Drug Supply Chain Security Act (DSCSA)

- Guidance for Data Synchronization Information Flow via GDSN for Pharmaceuticals under Drug Supply Chain Security Act (DSCSA)
- GS1 Healthcare US Initiative Flyer
- Conducted Webinar:
  - GS1 Healthcare US Government Affairs Update

PROMOTING THE VALUE OF UNIQUE IDENTIFICATION AND QUALITY DATA

- Published Documents:
  - Guide to Managing and Measuring Data Quality in Healthcare
  - Case Study with Geisinger: Leveraging Standards for Inventory Visibility
  - Case Study with Fresenius Kabi: Infusing Safety from Production to Patient with Unit-of-Use 2D Barcodes
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:
  - AIM FSMA 204 Webinars
  - AIM Current State of Traceability webinar
  - IDDBA FSMA 204 webinar
  - Food Engineering Tech Tools to Help Processors Make Sense of Today’s Supply Chain webinar
  - NGA Conference
  - IDDBA Retail Management Forum
  - Boston Seafood Show
  - FMI Mid-Winter
  - GFSI Conference
  - AgGateway Annual Conference


**INFORMATION ACCURACY AND DATA QUALITY**


**SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES**

- The Joint Foodservice & Retail Grocery FSMA 204 Workgroup drafted guidance in time for the rule being finalized in November 2022.

- Published Documents:
  - Executive Q&A with Russ Man, Vice President of Finance at Topco Associates, LLC, which highlights product data management and data quality in retail grocery
  - Case Study with Georgia-Pacific: Adding GS1 Global Location Numbers to Their Data Set Adds Efficiency
  - GS1 US Retail Grocery Initiative Flyer
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:
  - Associations for Supply Chain Management
  - Retail Value Chain Federation Annual Fall Conference
  - RFID Journal LIVE!
  - Auburn University RFID Board Meeting
  - ASCM CONNECT Annual Conference
  - SAS Retail User Group December Meeting
  - National Retail Federation Big Show
  - Shoptalk
  - American Apparel and Footwear Association Executive Summit

- Enhanced awareness through media coverage with 36 articles and 7 media interviews on topics focusing on claims compliance, RFID retailer mandates, RFID adoption, TDS 2.0, and product information featured in publications including RFID Journal, Forbes Magazine, Packaging Europe Magazine, World Economic Forum, and Retail IT Insights.

PRODUCT, IMAGES, AND DATA ATTRIBUTES

- Updated Document:
  - Best Practice Guideline for Exchanging Product Images and Attributes

ENABLING SUPPLY CHAIN AND INVENTORY VISIBILITY

- Published Documents:
  - GS1 US Claims Compliance Implementation Guideline for the Apparel Industry
  - GS1 US Apparel and General Merchandise Initiative Flyer

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