



**ANECOOP
Implementation Case Study**





ANECOOP – Leaders in traceability of fresh fruit

The noteworthy evolution of Anecoop, a key player in the area of fresh produces traceability throughout the supply chain.

Background

Anecoop was founded by a group of cooperatives in 1975 to enable the commercialization of fresh products in the Spanish agricultural industry. Citrus products are its core business, handling over 54% of the total exported from Spain. They are a market leader in the sale of fresh fruit and vegetables, including citrus, soft fruits, vegetables, salads, wine, grape juice, oil and preserved fruit and vegetables, marketed under various brand names. Representing the Spanish farmer, Anecoop has over 99 cooperative members, located in Spain's major agricultural areas.

***naturane* System – An Internal Solution**

The *naturane* system was developed in response to growing consumer demand for natural, ecologically friendly, high quality, safe, fresh produce. Fruits and vegetables grown using the *naturane system* are developed under Anecoops' Integrated Crop Management Procedures, including the HACCP (Hazard Analysis Critical Control Points) and an internal quality system including a set of instructions covering quality, service, product, process, cost and customer demands. This integrated crop management farming system is based on respect for nature and the environment. The use of fertilizers and insecticides is closely monitored and they are used sparingly. The system takes special care to allow for the planting of a variety of offerings, using organic products and irrigation systems. *Naturane* is applied from field to packinghouse, to retail distribution where the application of specification and quality systems continue throughout the supply chain. *Naturane* was the first private scheme to be benchmarked by the EUREPGAP, "Fruits and Vegetables" Normative Document.

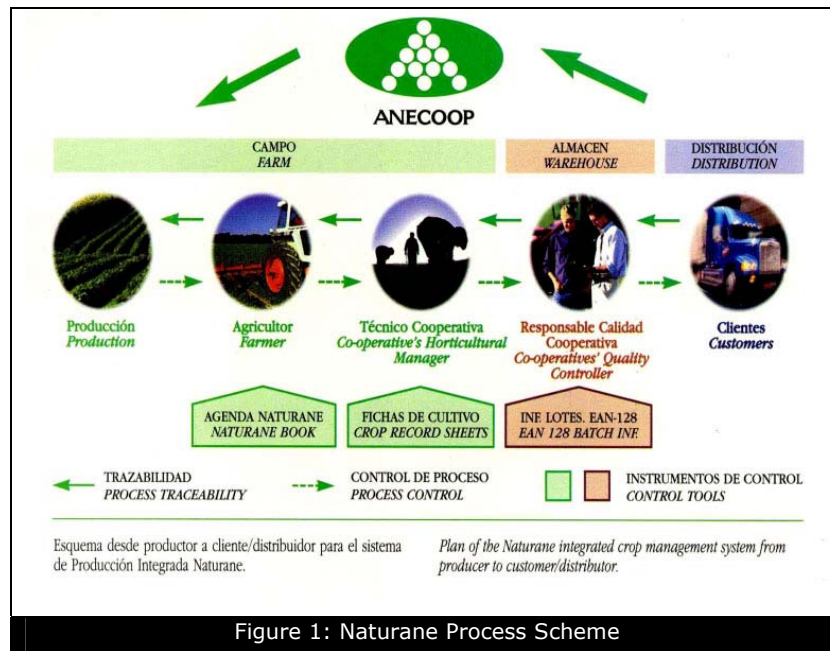


Figure 1: Naturane Process Scheme

Why Traceability is so important

Anecoop realized the need for using internationally accepted business standards in order to overcome external barriers, such as local or company requirements. Due to European traceability legislation, the time had come to implement an efficient food safety management process within the *naturane* system to control and improve the current internal systems. In order to improve accuracy and speed of access through automatic data capture, electronic data processing and electronic communications, Anecoop decided to develop an automatic traceability system applying the EAN.UCC System.

Implementing the EAN.UCC System

In 1998-1999, Anecoop created and implemented a catalogue of fruits and vegetables using the Global Trade Item Number (GTIN), EAN.UCC 13 and EAN.UCC 14 data structures to code retail, consumer unit items and the UCC/EAN-128 bar codes for identification of fresh produce trade and logistic units to meet retailer demands. Anecoop implemented the system by using the recommendations of the ***EAN International Fresh Produce Traceability Guidelines***.

In 2000, Anecoop developed and implemented a system to trace back citrus fruit based on UCC/EAN-128 barcodes, automatic data capture and radio frequency, hand-held scanners for the traceability of pallets and boxes. The pilot was tested in 3 cooperatives located in the Valencia production area, with the aim of implementing the system in the production centres located in Spain. Anecoop has already extended the system to 15 additional cooperatives and in the next year, 10 additional member cooperatives will implement the system.



Figure 2: Example of UCC/EAN-128 for Pallet Identification


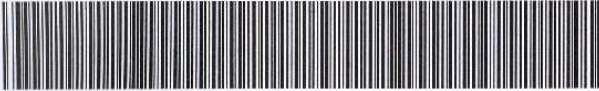
ANECOOP S. COOP.		Monforte 1, ENTLO - 46010 Valencia (España)	
SSCC 284122760000140223		ORIGIN SPAIN	
PRODUCT ORANGE		PACKAGING GIRSAC 7 x 2 Kg	
VARIETY LANE LATE		SIZE 3/4 (77 - 92)mm	
N° EAN	BOX N°	SIZE	PALLETITATION
8412276331405	44	3/4 (77 - 92)mm	4 x 11
SUPPLIER	LOTE N°		
0342	2904		
 (02)38412276331406(20)0192(0146(93)0005(37)0044			
 (00)284122760000140223(414)841227600(3425(10)2904			

Figure 3: Example of UCC/EAN-128 for Pallet Identification.

Application Identifiers (AI's) in figure 3 indicate the following:
 AI 02 (GTIN of Trade Items Contained in a logistic unit), AI 20 (Product variant),
 AI 92 and AI 93 (Company internal information), AI 37 (Count of trade items
 contained in a logistic unit), AI 00 (SSCC (Serial Shipping Container Code)), AI
 414 (Identification of a physical location EAN.UCC Global Location Number
 (Anecoop's packinghouse)), AI 10 (Batch or lot number)



Packhouse receiver inputs hand-written information received from the delivery into the computer system

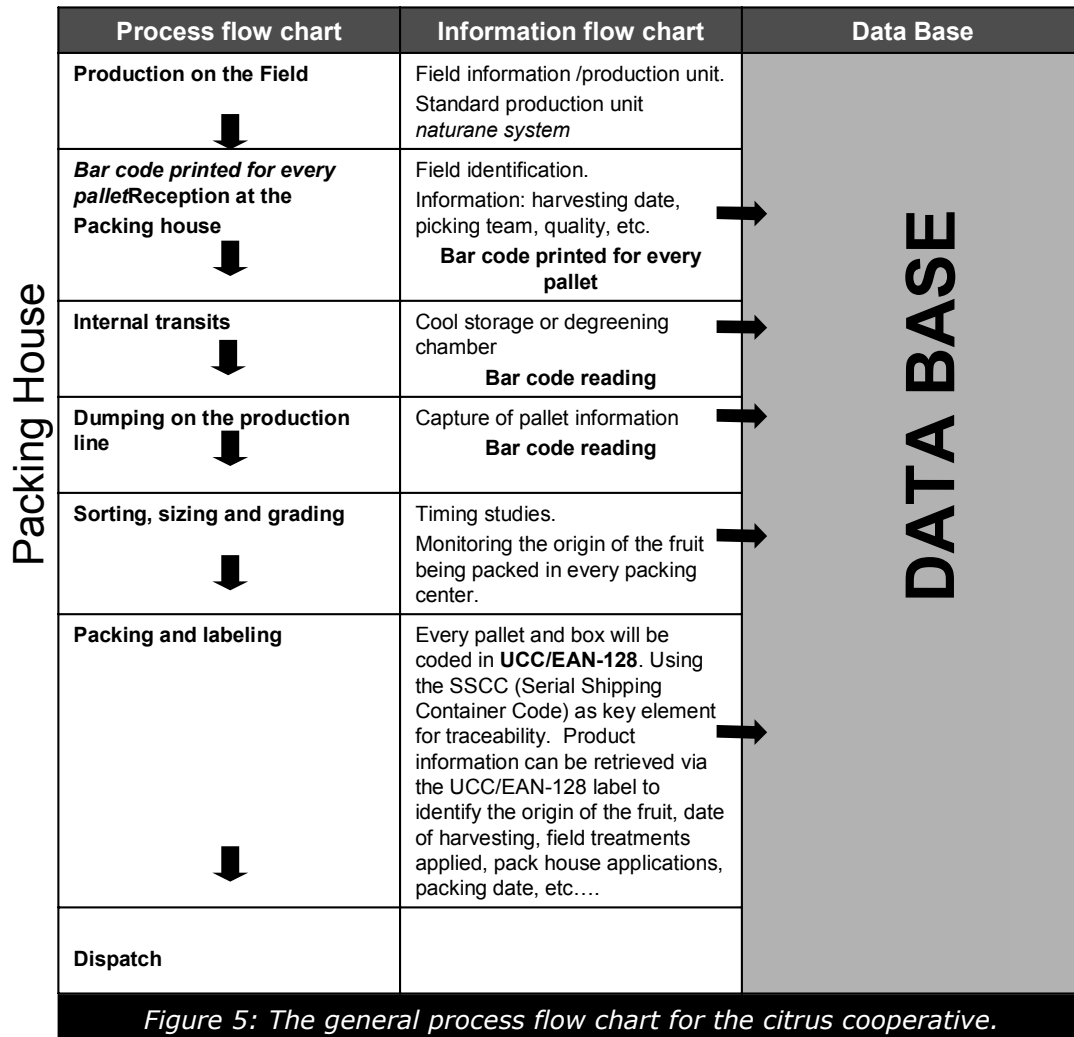


A label is created from the system input and the human readable label is replaced.



The label is affixed to the pallet ready to continue the process into the packinghouse.

Figure 4: Internal Identification Illustration of fruit coming from the field, to the packinghouse.





Benefits

Implementing the EAN.UCC System has improved Anecoop's product identification (EAN-13 and EAN-14) and tracking and tracing capabilities (UCC/EAN-128). The system is not only a traceability tool but is also becoming an instrument for managing the cooperative. The traceability system is integrated into the cooperatives management system. Each packinghouse is equipped with an internal database. The traceability system is integrated into the internal managing software. All the internal data such as field identification, grower identification; field location etc is linked into the database.

The system is also related into the machinery system, (i.e. the pre-calibration line). This way, the information from the machine can also be used by the traceability system. The software has the possibility to be also applied for the field chemical application instructions as it is showed in the picture bellow.

It is now easy to determine information important for managing the packinghouse such as the following:

- Harvest dates (pesticide application information is easily obtainable)
- Control of fruit entrance
- Control of fruit stock: cold rooms and degreening rooms
- Information on productivity of the packinghouse (i.e. number of kilos of fruit dumped into the line compared to the end amount of packed fruit and fruit removed)

As a result of the above, Anecoop and their cooperatives enjoy cost savings.

Conclusion

ANECOOP, an early adopter in the field of fresh produce traceability embraces global standards. To ensure full supply chain traceability of fresh fruits and vegetables, accurate and timely records must be maintained at each point within the supply chain. The EAN.UCC System, serving over 1 million companies worldwide and 1 billion shoppers daily offers a global solution to standards. For more information about Anecoop, please contact info@anecoop.com. For more information about Fresh Product Traceability in Spain, please contact AECOC at info@aecoc.es.