



Australia



# Call To Action Agribusiness GS1 Standards Group

New industry requirements to impact all  
suppliers to the Agribusiness Sector



Within the Australian Agribusiness sector, an efficient and well performing supply chain is becoming increasingly important. This relies on accurate product identification and information.

It has recently been determined that numbering and bar coding (a key component to achieving the above) and the adoption of the GS1 set of standards in the Agribusiness Sector is lagging behind other industry sectors.

In light of this, key suppliers and retailers in Australia's Agribusiness sector have joined forces to improve supply chain processes and services, through the adoption of GS1 global standards. They have formed an industry working group, the Agribusiness GS1 Standards Group (AGSG), in a bid to see supply chain efficiencies and savings delivered throughout the sector.

The AGSG has identified the numbering and bar coding of products as the first step in improving supply chain efficiencies. This will not only enable greater data accuracy, but also enable technologies such as Point-of-Sale and warehouse management systems to utilise bar codes on products and function as designed. The Bar Code Number (Global Trade Item Number) will become the single unique product identifier for all parties in the supply chain.

To assist with the implementation of numbering and bar coding in the Agribusiness sector, the AGSG has developed the Agribusiness Sector Numbering and Bar Coding guidelines document.

To kick start the initiative, the companies below announce to the Australian Agribusiness sector that they are committed to adopting the GS1 standards for the Numbering and Bar Coding for all products at all levels of packaging and are calling on all suppliers to adopt and support this initiative.

**The Call-to-Action requires the following:**

*All products to be assigned a unique Global Trade Item Number (GTIN) on all levels of packaging and to be physically bar coded with GS1 Compliant Bar Codes by the end of 2012.*

**To facilitate the process, the AGSG recommends the following approach:**

1. Supplier to assign unique Global Trade Item Numbers (GTINs) to all levels of packaging for a product by the end of calendar year 2011 (Note: GTIN is also known as APN, EAN, TUN, UPC).
2. All new products introduced to the market from 1 January 2012, to be physically bar coded on all levels of packaging with GS1 compliant bar codes.
3. All existing products in the market must be physically bar coded on all levels of packaging by December 31, 2012.

For further information on this initiative please contact Joseph Taylor GS1 Senior Advisor, on 02 9695 2227 or 0413 366 905 or visit [www.gs1au.org](http://www.gs1au.org)

Yours Sincerely,

**Greg Bozkewycz - Elders**

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