One of the first Australian companies to print a GS1 DataBar on their fruit labels was Manbulloo, the largest grower of Kensington Pride mangoes in Australia. Together with their major customer Coles, they want to monitor fruit quality all the way through the supply chain to point of consumer purchase in the supermarket.

The GS1 DataBar provides product identification and enables the collection of sales data specific to the Manbulloo brand. Scott Ledger, quality manager at Manbulloo, told Ms Wishart that incorporating GS1 DataBar was not significantly more expensive than the previous fruit label. They opted to go for the larger size label in order to have a more prominent branding of their Manbulloo image. This label satisfies both the domestic and export markets and was not difficult to implement.

Who is GS1?

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of ‘the 50 things that made the world economy’.

The GS1 system enables members to uniquely identify, accurately capture and automatically share vital information about products, locations, assets and more.

With local member organisations in 112 countries, 1.5 million user companies and six billion transactions every day, GS1 standards create a common language that supports systems and processes in 25 sectors across the globe.

At GS1 Australia, we have 18,000 members and support 22 industry sectors including fresh produce.

We offer a range of services to help members expand their knowledge about GS1 standards, do more with the GS1 system, and create an efficient and effective supply chain.

GS1 will be holding regular, free webinars on how to implement GS1 DataBar. For dates and registration visit the GS1 website.

GS1 DataBar for fruit labels

GS1 DataBar is a new barcode which enables loose fresh produce to be identified, and quickly and accurately scanned at point-of-sale (POS) in a retail environment. It is smaller than other GS1 barcodes and it fits easily on existing Price Look-Up (PLU) stickers.

Melanie Wishart, senior advisor, food and beverage at GS1 Australia advises that this coming season, in line with other loose fresh produce categories including pome fruit, stone fruit and citrus, the Australian mango and avocado industries are being asked to align with the industry standard DataBar application.

“This means applying the DataBar to existing PLU labels, including public varieties and propriety products. When designing your new stickers, please consider GS1 DataBar and incorporate the PLU code, the variety name, your logo or industry association logo and the packhouse or growers name.

“A question I often get asked is who is responsible for allocating and maintaining the DataBar number (GTIN or Global Trade Item Number). The answer is the company that applies the label. This could be the packhouse or the grower.”

Why implement DataBar?

GS1 DataBar has benefits for both suppliers and retailers. The main benefit for all stakeholders is fast and accurate traceability of product back to packhouse. This means that issues can be contained as fast as possible and non-implicated packhouses can continue business with minimal interruption.

“For retailers, faster checkout means shorter queues, happier customers and staff. Improved accuracy means less misidentification, resulting in more reliable data. This data improves category management, inventory management and quality management. With accurate sales, the retailers will have better forecasting and more accurate orders to suppliers,” added Ms Wishart.