



Charters of PTI Working Groups

Implementation Working Group

This working subgroup will monitor, guide, and promote voluntary adoption of GS1 standards in alignment with the milestones of the Produce Traceability Initiative.

Objectives:

- Develop template for industry adoption for all trading partners, growers to retailers.
- Address and develop implementation issues, such as voice pick.
- Define, lead, and facilitate pilots identified for the initiative.
- Create implementation tools, best practices, and key learnings identified by the produce industry that are needed for milestone adoption.
- Define performance metrics for individual companies who voluntarily adopt and implement milestones in the initiative.
- Identify measurement tools to capture Key Performance Indicator's with quarterly surveys.

Master Data Working Group

This working subgroup will address industry issues that focus on the identification of product attributes and communication of that data between trading partners as they are identified.

Objectives:

- Address and develop options for product substitutions.
- Provide best practice options for data exchange; how to exchange the product data and how to properly store that data.
- Provide best practice options for data synchronization via product attributes spreadsheet template.
- Provide best practice options for data synchronization via the GS1 Global Data Synchronization Network (GDSN).

Industry Communication Working Group

This working subgroup will facilitate voluntary participants' discussions concerning the Initiative's marketing and communication strategies and planning to continue providing an open and voluntary process to accelerate adoption. The group will ensure accuracy and that all trading partner points of views within the produce industry are met; identify and secure spokespersons for the Initiative; serve as subject matter experts for produce initiative collateral and communication; and work with end users to generate business case studies and best practices to support voluntary adoption and implementation by individual trading partners.

Objectives:

- Develop, review, and approve marketing/communication strategies
- Review and approve marketing collateral and communication supporting awareness of the Initiative
- Drive adoption and implementation by sharing best practices and case studies for the produce industry.
- Develop and execute external communication of:
 - Initiative highlights and progress (to promote voluntary adoption among companies who participate in the produce supply chain)
 - Consistent messaging to related industry initiatives and regulatory updates
- Capture scorecard metrics and report to PTI Leadership Council

Technology Working Group

This working subgroup will provide an open forum for technology providers within the produce industry to come together on a regular basis to discuss strategies and collaborative processes that will help accelerate voluntary adoption.

These companies will be focused on the application and implementation of GS1 standards-based solutions in the retailer, distributor/wholesaler, terminal market, shipper, packer, grower, and other user environments to achieve the overall produce industry initiative goals. The group would work with end-users to generate business case studies and success stories to enable voluntary adoption and implementation.

Objectives:

- Educate technology providers who offer products and services to companies in the produce industry on GS1 standards and the Produce Traceability Initiative.
- Provide a forum for Produce Traceability Initiative trading partners to collaborate with technology providers to drive successful implementations.
- Help trading partners assess their technology needs as well as appropriate partners to help them implement the GS1 standards.
- Develop and provide solutions for all size companies, this includes the small grower, packer, shipper, etc. to the mid-size and larger organizations in the industry.

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