



Produce Traceability Initiative Best Practices for Private Label/Brand

Objectives

The objectives for establishing best practices for Produce Traceability Initiative (PTI)-compliant traceability as it pertains to private label/brand products are to:

- assist these brand owners and their packers in meeting the requirements of the PTI;
- provide guidelines for those involved with supplying and purchasing private label products; and
- formalize current industry practices in this area.

Definition of Terms

Private label/brand: These products typically are manufactured, packed or provided by one or more companies for offer under another company's brand.

Label/Brand: The name or trademark connected with a product or producer.

Brand Owner: The one who owns or has legal rights to the **Label/Brand**.

Best Practices for Private Labels/Brands

Scenario I: When the case bears the brand owner's GTIN

A supplier has a formal agreement with a buyer to package the buyer's product(s) using the buyers' private label/brand, as approved by the brand owner.

If the shipping container (i.e., the case) has external markings that clearly indicate the private label/brand as approved by the brand owner, the Global Trade Item Number (GTIN) on the case should be provided by the owner of the brand.

Buyer actions:

- The buyer will obtain a Company Prefix (see PTI Milestone #1), assign GTIN numbers (see PTI Milestone #2) and provide GTIN information to each of their private label trading partners (see PTI Milestone #3), as outlined in the PTI Best Practice documents for those milestones.
- The buyer and seller should discuss and identify a process to ensure that Milestone #3 ("Provide GTIN Information to Buyer") data synchronization is satisfactorily and accurately completed. .

- The buyer will comply with the PTI process defined for Milestone #6 (“Read and Store Information on Inbound Cases”) and Milestone #7 (“Read and Store Information on Outbound Cases”).

Supplier actions:

- The supplier will receive the appropriate company Prefix and GTIN from their buyer.
- The supplier, using that appropriate GTIN, will assign the Lot/Batch # and apply both numbers to the case in accordance with PTI Milestone #4 (“Show Human-Readable Information on Cases”) and Milestone #5 (“Encode Information in a Barcode”).

Scenario II: When the case bears the supplier’s GTIN

A supplier has a formal agreement with a buyer to package the buyer’s product(s) using the buyer’s private label/brand, as approved by the brand owner. The product inside the case clearly indicates the trading partner’s brand identification.

If the shipping container (case) does not clearly identify the brand owner on the outside of the case, then the GTIN on the outside of the case will be provided by the packer of the case. The product inside the case, however, will indicate the private label/brand owner (e.g., include the Universal Produce Code of the brand owner).

Buyer/supplier actions:

- The trading partners will mutually agree as to whether the shipping container (case) should have the brand owner’s (buyer’s) GTIN or the supplier’s GTIN encoded on the container label.
- Under this scenario, both Trading Partners (supplier and buyer) should adhere to the seven Milestones as outlined in the [PTI Action Plan](#).