Produce Traceability Initiative

PTI is a voluntary initiative created in 2007 by the U.S. Produce Industry; the growers, packers, shippers and buyers, to implement a more effective whole chain traceability process.
Produce Traceability Initiative (PTI)

PTI was created in response to the 2006 Spinach Crisis that had a huge **human, economic** and **consumer confidence** impact.

The 2006 Spinach crisis proved that what was in place was not good enough for our industry.
Kyle Allgood died after drinking a spinach smoothie in 2006.
PTI Mission

To create an Action Plan for the produce industry to adopt an effective *Whole Chain Traceability* program by incorporating the use of technology and use of common standards to serve as linkages between internal traceability programs.
PTI Objectives

To make trace back investigations and recalls quicker and more surgical

**Speed**
- 24 to 48 hours

**Accuracy**
- Identify which companies are **not** involved
- Recall only the affected product
PTI Labels

Standardized case label

- GTIN and Lot Number

![Image of a standardized case label with GTIN and Lot Number information]
PTI Labels

Standardized case label

- PTI voice pick code
PTI Labels

Standardized RPC label

- Bar code on top of label
PTI Tools

Standardized RPC label

- Country of origin
PTI Tools

Standardized RPC label

- Commodity specific required information
PTI Labels

Hybrid Pallet Label

- Eliminates need to scan each case on receipt
- Will facilitate EDI / ASN
Update on Implementation

Major Buyers are busy implementing changes to their systems and processes.

- Publix – Implemented in all 4 DC’s
- Stater Brothers – Deadline was March 31, 2012
- Associated Grocers – Implemented
- Pro*Act – Implementing across all members
- Darden – December 2012 deadline for all cases
Update on Implementation

- Wal-Mart – Pilots planned for September
- Safeway – Conducting pilot with Oppenheimer
- Delhaize/Food Lion – First DC implemented
- Supervalu – Plan to start testing inbound in August
- Ahold – Informed suppliers June 15, 2012 that they must implement PTI in 2012
- Kroger – Planning for inbound implementation
How do I implement PTI in my business?

PTI Implementation Checklist forGrowers/Packers/Shippers

This checklist is designed for growers, packers, and shippers of product in the produce supply chain to help facilitate the implementation of traceability guidelines and best practices established by the Produce Traceability Initiative (PTI).

PTI has established the following 7 Milestones toward case-level traceability:

M1 Obtain Company Profile
M2 Assign GTIN Numbers - Brand owners will assign a 14-digit Global Trade Item Number (GTIN) to every case configuration.
M3 Provide GTIN Information to Buyers - Brand owners will provide their GTINs (and corresponding data) to their buyers.
M4 Show Human-Readable Information on Cases - Packers are responsible for providing human-readable information on each case.
M5 Encode Information on a Barcode - Packers are responsible for encoding the GTIN and batch/lot number in a GS1-128 barcode.
M6 Read and Store Information on Inbound Cases - Each subsequent handler of the case will have the systems and capability to read and store the GTIN and lot number from each case of produce received.
M7 Read and Store Information on Outbound Cases - Each subsequent handler of the case will have the system and capability to read and store GTIN and lot number from each case of produce shipped.

Use the below checklist as a guide to implementing the PTI:

- Request and record GTINs for all fresh produce products shipped by your company that are not your brand(s)
  - Data Synchronization Worksheet Example (February 2012)
  - Data Synchronization Template (February 2012)

- Share your GTINs with all of your trading partners (Milestone 3)
  - Data Synchronization Trade Codes (February 2012)
  - Data Synchronization Commodity and Variant Codes (February 2012)
  - Data Synchronization: Generic Method Codes (February 2012)
  - Data Synchronization: Units of Measure Code (February 2012)
  - Data Synchronization: Package Type Codes (February 2012)
  - Data Synchronization: Country of Origin Codes (February 2012)
  - Data Synchronization Worksheet Example (February 2012)

- Request GS1 barcodes on all fresh produce cases received from shippers (Milestones 4 and 5)
  - Show Human-Readable Information on Cases
  - Encode Information in a Barcode
  - Best Practices for Formatting Case Labels (January 2012)

- Evaluate the best approach for your company to implement case and pallet labeling (Milestones 4 and 5)
  - Encode Information in a Barcode
  - Best Practices for Formatting Case Labels (January 2012)
  - Best Practices for Labeling Hybrid Pallets (November 2011)
  - Best Practices for Direct Print (February 2012)
  - Best Practices for Readability/Communication (March 2012)
  - Best Practices for Product Substitutions (January 2012)

- Voice Print Code Calculator

- Begin labeling all cases and pallets (Milestone 5)

- Engage in a pilot with a trading partner to validate your PTI implementation
  - PTI Pilot Project Scorecard (September 2012)

- Communicate your PTI compliance with all of your trading partners

- Capture GTIN and Batch/Lot Number information on all inbound shipments (Milestone 6)
  - This milestone will be implemented by your buyers.

- Capture GTIN and Batch/Lot Number information on outbound shipments to your customers (Milestone 7)
  - Read and Store Information on Inbound Cases

PMA Implementation Checklist for Growers/Packers/Shipper

Updated: April 3, 2012
Source: www.producttraceability.org

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PTI Implementation Checklist for Growers/Packers/Shippers

This checklist is designed for growers, packers and shippers of product in the produce supply chain to help facilitate the implementation of traceability guidelines and best practices established by the Produce Traceability Initiative (PTI).

PTI has established the following 7 Milestones toward case-level traceability:

M1   Obtain Company Prefix
M2   Assign GTIN Numbers - Brand owners will assign a 14-digit Global Trade Item Number (GTIN) to every case configuration.
M3   Provide GTIN Information to Buyers - Brand owners will provide their GTINs (and corresponding data) to their buyers.
M4   Show Human-Readable Information on Cases - Packers are responsible for providing human-readable information on each case.
M5   Encode Information on a Barcode - Packers are responsible for encoding the GTIN and batch/lot number in a GS1-128 barcode.
M6   Read and Store Information on Inbound Cases - Each subsequent handler of the case will have the systems and capability to read and store the GTIN and lot number from each case of produce received.
M7   Read and Store Information on Outbound Cases - Each subsequent handler of the case will have the system and capability to read and store GTIN and lot number from each case of produce shipped.
How do I implement PTI in my business?

1. Form a cross functional PTI project team within your company
   • Traceability Frequently Asked Questions

2. Choose a technology partner, if required, to implement case and pallet labeling of product packed by your company
   • Guidance on Choosing a Technology Provider

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How do I implement PTI in my business?

3. Acquire a GS1 Company Prefix (*Milestone 1*)
   - **Obtain Company Prefix**

4. Assign case Global Trade Item Numbers (GTINs) to all of your fresh produce products for your company brand(s) (*Milestone 2*)
   - Note: A GTIN is a globally unique product identification number within the GS1 System of Standards.
     - **Assign GTIN Numbers**
     - **Best Practices for Preparing to Assign GTINs**
     - **GTIN Check Digit Calculator**
How do I implement PTI in my business?

5. Request and record GTINs for all fresh produce products shipped by your company that are not your brand(s)
   - Data Synchronization Worksheet Example
   - Data Synchronization Template
How do I implement PTI in my business?

6. Share your GTINs with all of your trading partners *(Milestone 3)*

- Data Synchronization: Grade Codes
- Data Synchronization: Commodity and Variant Codes
- Data Synchronization: Growing Method Codes
- Data Synchronization: Units of Measure Codes
- Data Synchronization: Package Type Codes
- Data Synchronization: Country of Origin Codes
- Data Synchronization: Worksheet Example
- Data Synchronization Template
How do I implement PTI in my business?

7. Request GS1 barcodes on all fresh produce cases received from shippers *(Milestones 4 and 5)*
   - Show Human-Readable Information on Cases
   - Encode Information in a Barcode
   - Best Practices for Formatting Case Labels
How do I implement PTI in my business?

8. Evaluate the best approach for your company to implement case and pallet labeling (
*Milestones 4 and 5*)

- Encode Information in a Barcode
- Best Practices for Formatting Case Labels
- Best Practices for Labeling Hybrid Pallets
- Best Practices for Direct Print
- Best Practices for Repacking/Commingling
- Best Practices for Product Substitutions
- Voice Pick Code Calculator
How do I implement PTI in my business?

9. Begin labeling all cases and pallets (Milestone 5)

10. Engage in a pilot with a trading partner to validate your PTI implementation
   • PTI Pilot Project Sign-up Sheet

11. Communicate your PTI compliance with all of your trading partners
How do I implement PTI in my business?

12. Capture GTIN and Batch/Lot Number information on all inbound shipments *(Milestone 6)*

*This milestone will be implemented by your buyers*

13. Capture GTIN and Batch/Lot Number information on outbound shipments to your customers *(Milestone 7)*

- **Read and Store Information on Inbound Cases**
How can companies benefit from their PTI investment?

Minimize risk to your business during a recall

Use information from the process of labeling cases and pallets

Individual accountability
Early adopters of PTI have benefited

Company A:

• “With traceability, we were able to limit the scope of the recall to just 12 percent of the total cilantro cases in stores. Before traceability, we would have had no choice but to pull 100 percent of all cases.”
Early adopters of PTI have benefited Company B:

- Using the bar-code label on the case to replace manual tracking of:
  - Who packed each case
  - How many cases packed
  - When were they packed
Early adopters of PTI have benefited

Company B (continued):

• Eliminated 1 payroll clerk

• Able to determine who packer was on quality claim
  • Quality claims reduced from +5% to less than 1%
  • Paid for entire cost of PTI implementation
Early adopters of PTI have benefited

Company C:

• Example of total accountability of who packed each box

• Individual accountability

• Reduced quality claims
Early adopters of PTI have benefited

Company D:

• Real time visibility of what was actually field packed has reduced in daily overselling/underselling

• Real time tracking from field to coolers used to prioritize loads going into the coolers based on when product was picked
Early adopters of PTI have benefited

Company E:

• Elimination of Country of Origin or other printing on cardboard boxes ($200,000 per year saving)

• Real time visibility of what was actually field packed has reduced in daily overselling/underselling
Early adopters of PTI have benefited

Company F:

• 100% accurate shipments by scanning case labels as pallets are built to create Hybrid Pallet Tag

• Using Hybrid Pallet Tag in place of pallet license plate in coolers
Early adopters of PTI have benefited Mexico and Chile:

- Mexican and Chilean growers are using PTI compliance as a competitive advantage over U.S. growers
Early adopters of PTI have benefited

Receivers:

• RF scanning of inbound shipments has increased accuracy and productivity

• Supported integration of receiving functions and quality inspection functions

• Scanning cases at time of order assembly has increased accuracy to 99.99+%. 
What Should You Do Next?
Now what?

• Do not *fear* PTI, embrace it

• Keep it simple

• Do not over think it

• Do not wait until the end of this year to start looking at implementing PTI
Now what?

• Evaluate your current state

• Determine the best implementation approach for your business

• Start today!
The PTI vision: Supply chain-wide adoption of electronic traceability for every case of produce by the year 2012.

PTI Action Plan Implementation Toolkit

To help you achieve the PTI’s vision within your company, we have assembled all the tools you need right here in this website. Below are the seven milestones to implementation as identified in the PTI Action Plan, along with implementation resources specific to each milestone. In addition to the milestone-specific resources found on this page, also visit the Resources & Tools page for additional resources.

About PTI  Action Plan  FAQs

#1 Complete by: 1st Quarter 2009
Obtain Company Prefix

#2 Complete by: 1st Quarter 2009
Assign GTIN Numbers
Brand owners will assign 14-digit GTINs to every case configuration.
Best Practices for Preparing to Assign GTINs (January 2012)

#3 Complete by: 3rd Quarter 2009
Provide GTIN Information to Buyers

Got PTI questions?
Our new webcasts have answers!
The PTI’s fall 2011 webinars are now available as webcasts! You can replay them right here on the PTI website. These event recordings are designed to answer your questions about the initiative, and to help you implement PTI within your company. Six topics are covered, so you can choose the topics that are right for you. Watch webcasts here.

Recent Updates

Event: January 30, 2012
Site last updated January 18, 2012

www.producetraceability.org

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