



A food-retail view on food classification

EFSA Scientific Colloquium XIV on Food Classification

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Loek Boortman

Representing GS1 in Europe





Topics

- Introduction to GS1
- Key design principles of Global Product Classification (GPC)
- Current usage of GPC
- Opportunities





INTRODUCTION OF GS1 (IN EUROPE)





What is GS1?

- GS1 designs and implements a global system of supply chain standards. To do this, GS1 brings together companies representing all parts of the supply chain.

Global, neutral, multi-sector standards

Not for profit, user-driven organisation with 1 million members

Over 100 local offices providing local support and expertise



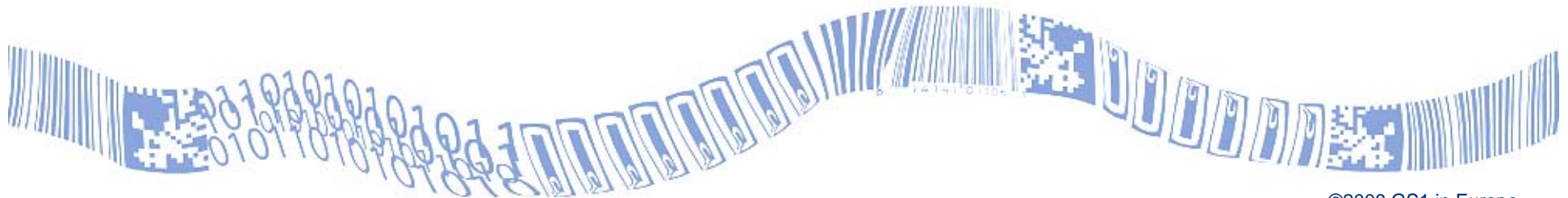


GS1 Barcodes



**The most well-known
and universally
recognizable GS1
standard.**

**automatically
identify products,
pallets and places**

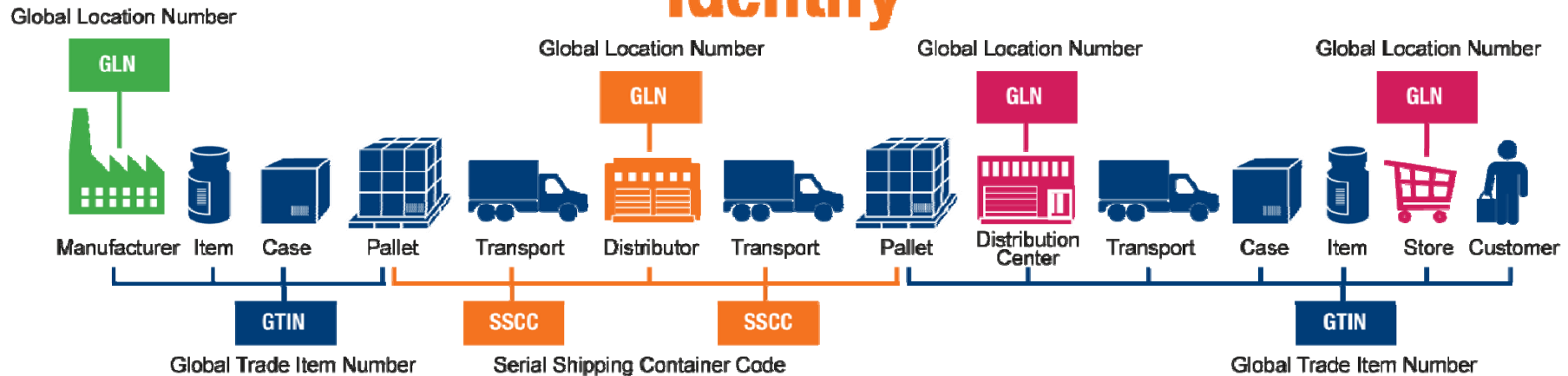




Our Role: Standards

Enabling you to identify, capture and share value chain information globally

Identify



Capture

GS1 System Data Carriers
Barcodes and EPC-enabled RFID tags



Share

Electronic Commerce Information Flow

Master Data (GDSN) • Transactional Data (eCom) • Physical Event Data (EPCIS)



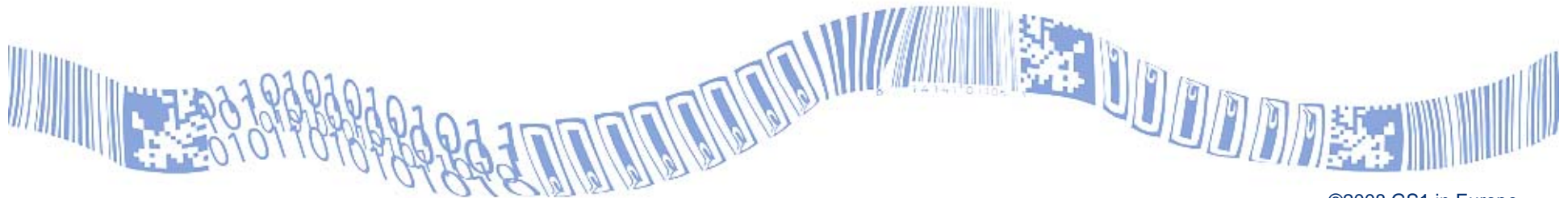


GS1 in Europe

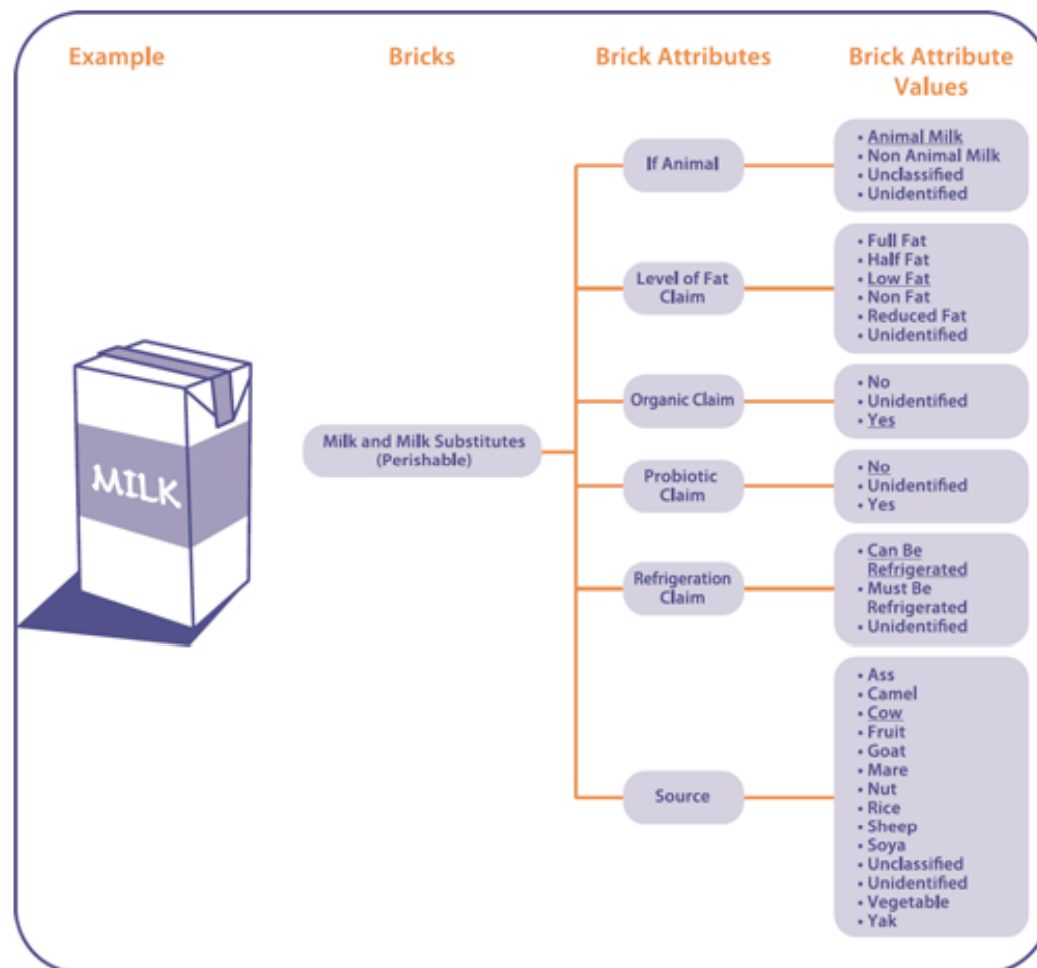
- **GS1 in Europe is a regional collaboration of 45 local GS1 organisations:**
- Work together to develop common solutions to accelerate the adoption of GS1 standards across Europe
- Seek to remove divergence in the deployment of GS1 standards across Europe
- Work together to organise training on implementation of GS1 standards in Europe



THE GLOBAL PRODUCT CLASSIFICATION (GPC)



Example





Key design principles GPC

- **Reliable**
 - Rules based to ensure unique placement of products within a group
 - Translated into 10 different languages to ensure correct placement
- **Flexible**
 - Allow multiple views (eg for sports goods : type of shoes v.s. type of sports – or for wines where one can make a combination of Type of wine/color/region of origin etc...).
 - Products are grouped together based on product characteristics to make sure it can be used as a reference to internal classifications



USAGE OF GPC





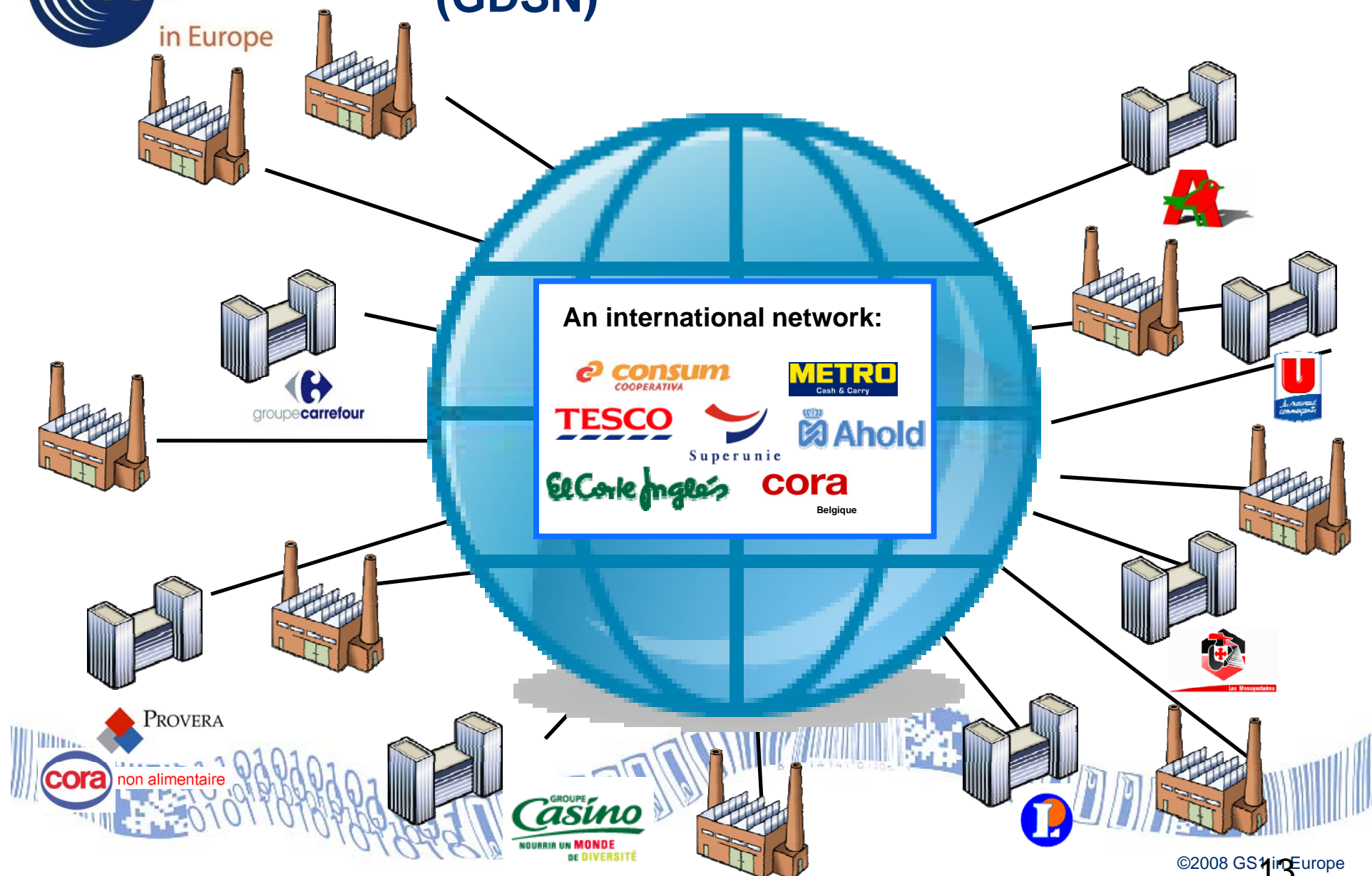
Retail area's of application

- Allow buyers to pre-select groups of applicable products
- Provides a common language for Category Management
- Improve data integrity and accuracy of product set-up, maintenance and catalogues production
- Cross-reference existing proprietary classification systems
- Enables potential usage of Point Of Sale (POS) data consolidation



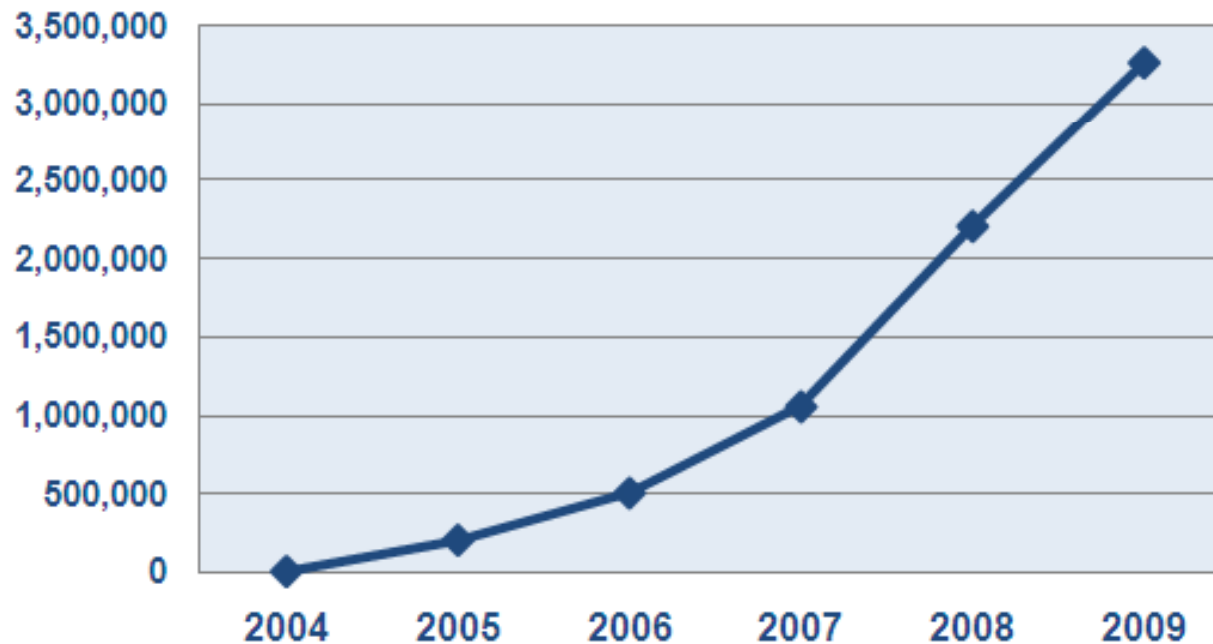


Global Data Synchronisation Network (GDSN)



Increased GDSN adoption

Items registered in the Global Registry

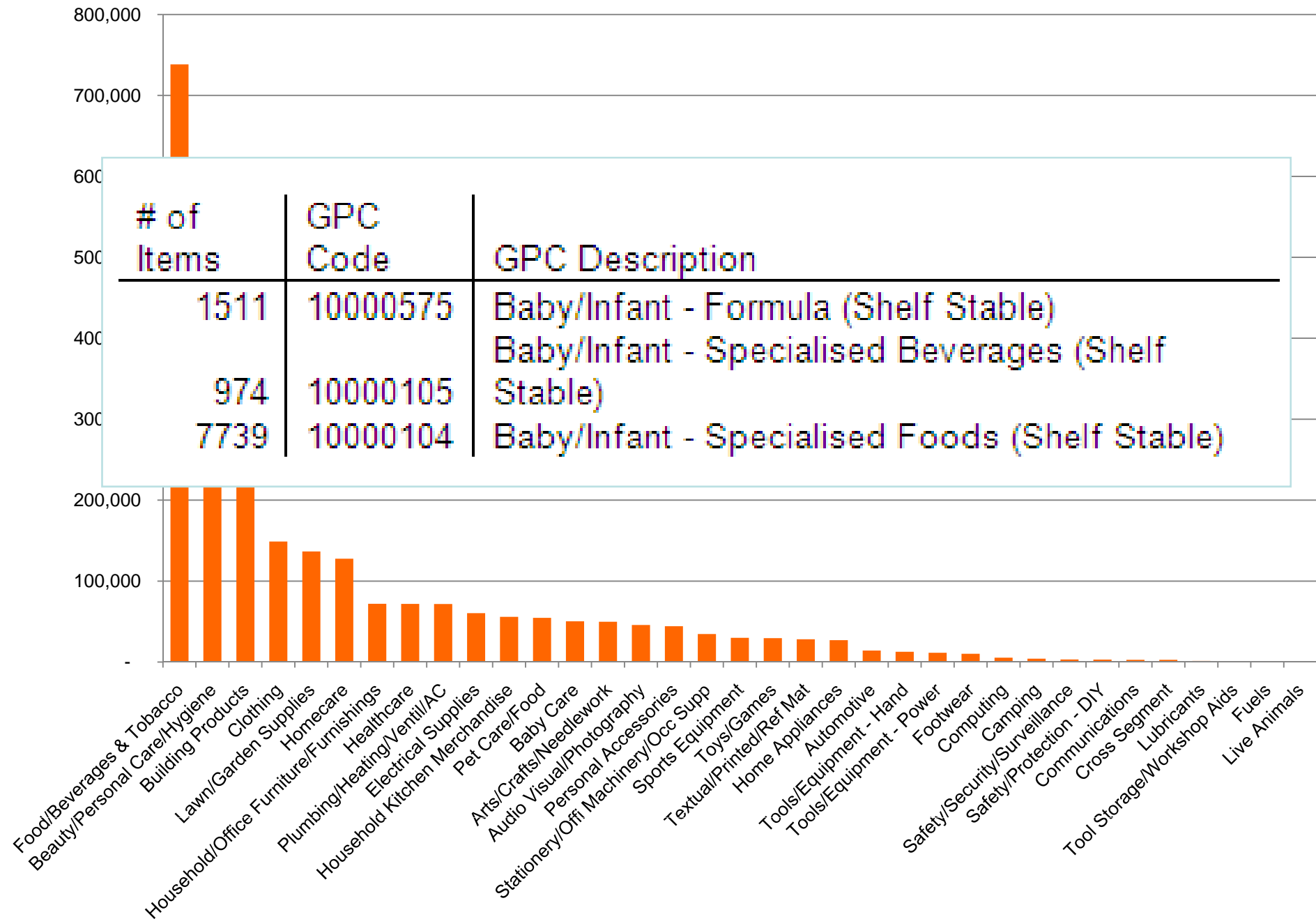


Trading Partners:
from **200** in 2005
to **24,053** in 2010

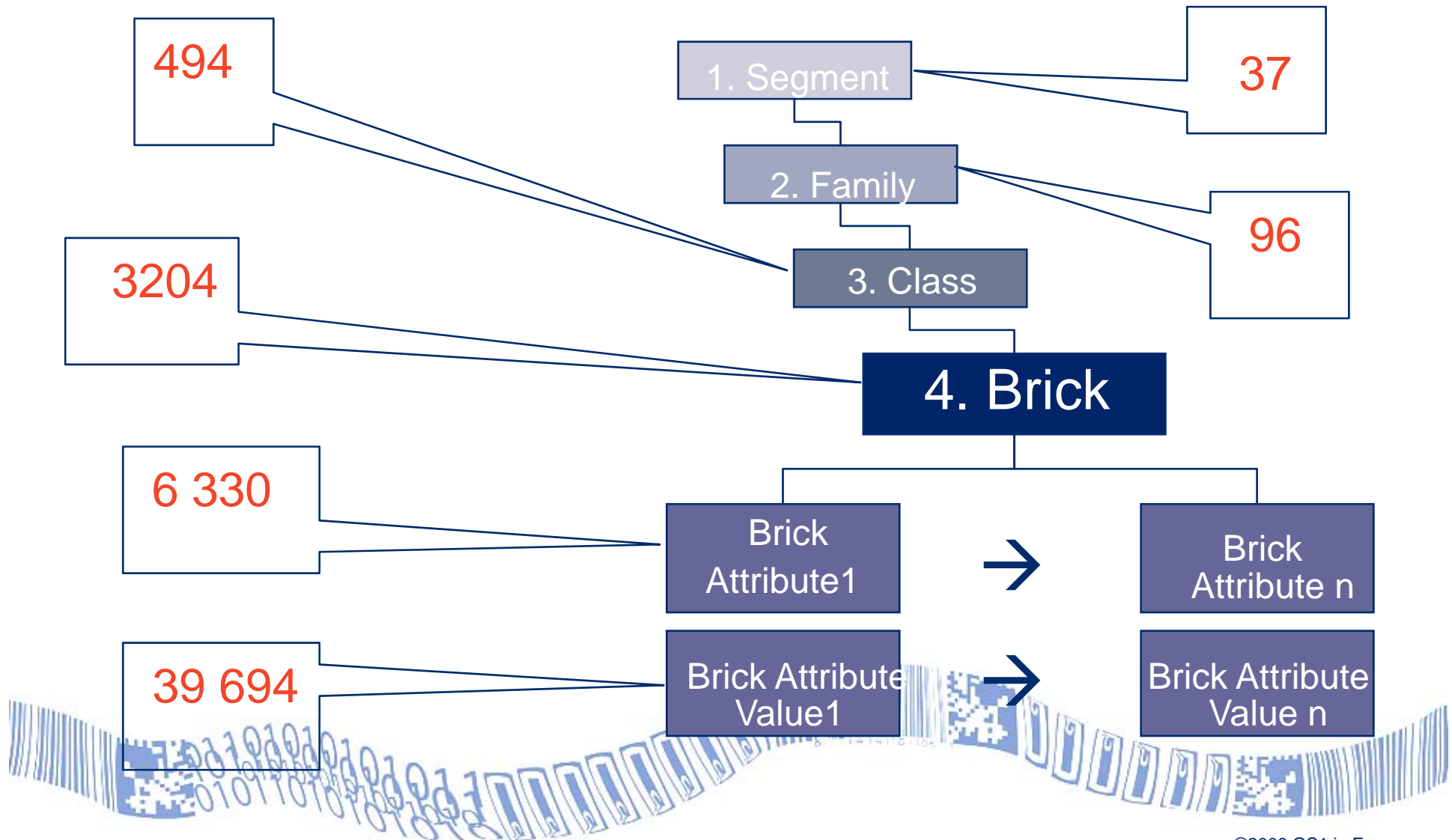
Certified Data Pools:
from **7** in 2005
to **22** in 2010

Items registered
from **250.000** in 2005
to **5.563.726** in 2010

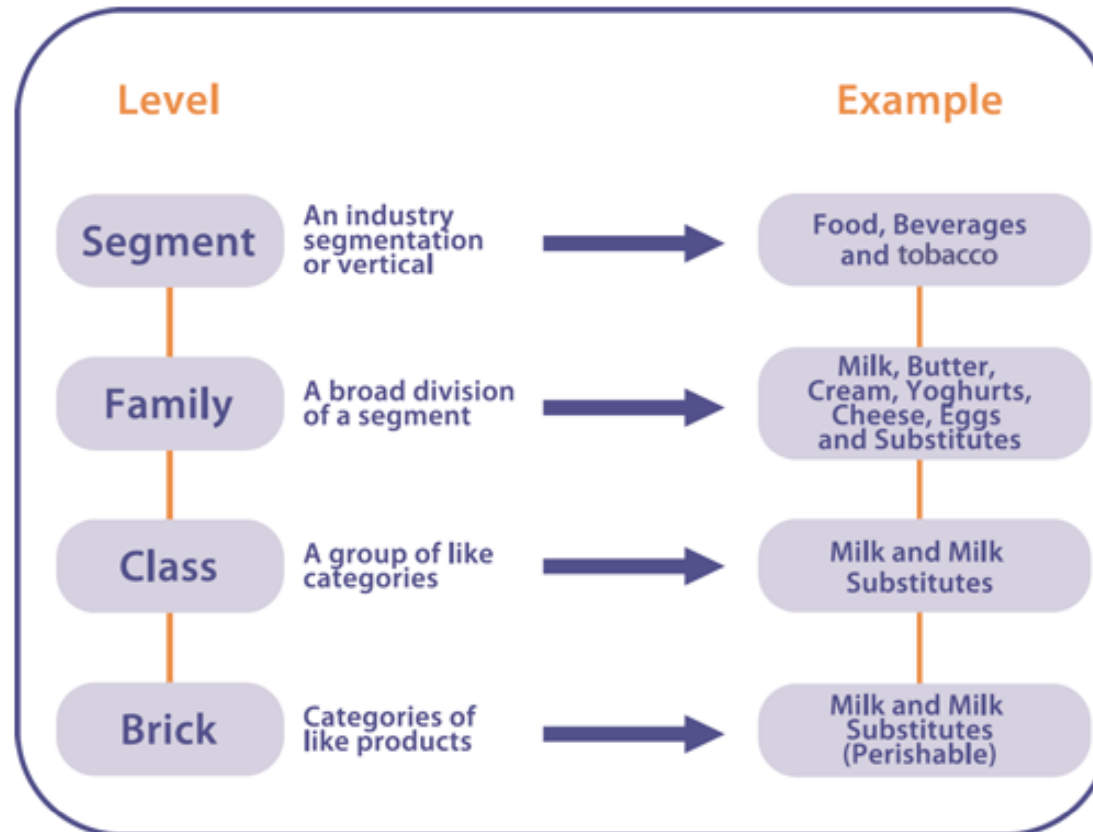
GPC by Segments in GDSN - May 2009



GPC granularity



Example





OPPORTUNITIES





What we have to offer

- Global Product Classification
 - Currently being used on a day to day basis by tens of thousands of companies in the Food-industry classifying millions of products
- GS1
 - Well established, EU recognized, neutral (user driven), not-for profit organization with a global reach and a local presence in all European countries





Contacts

- Loek Boortman,
- GS1 Netherlands
- **T** +31 20 5113867
- **W** www.gs1.nl

