



# ONE TRACE

A Solution BEYOND Traceability





## Traceability is a benefit not a burden

As the Egyptian Agro-food industry grows rapidly indicated by the rising numbers of quality produce exported to the U.S and European markets, more and more professional business practices are being developed and adopted by the Egyptian producers. In order to maintain both this growth and our competitive advantage as a fresh produce exporting country it is important that we keep pace with the changing environment and these professional practices.

Food safety and traceability are currently at the forefront of both government and industry discussions around the world. Numerous initiatives designed to introduce various forms of traceability Functionalities in the global food Supply Chain has been established. European and U.S. Legislations are putting greater pressure on companies to equip with their own traceability systems. These legislations were established to determine responsibilities, to allow authorities to fight against fraud and to limit health crises.

As of January 2005, traceability will be a legal obligation in the European food sector. Regulation (EC) No 178/2002 defines traceability as the ability to trace and follow a food, feed, food-producing animal or substance intended to be or expected to be incorporated into a food or feed in all stages of production, processing or distribution. In practice, this requires all food and feed business operators to have systems in place to identify from whom they have received a food or feed and to whom they sold a food or feed (one step back and one step forward). Furthermore, there is a growing tendency for product safety amongst the European consumer groups which emphasizes the adoption of this law.

Also In the United States a similar requirement regarding the establishment of records to identify the immediate previous sources and immediate subsequent recipients of food, including its packaging, was proposed in the Bioterrorism Act (section 306) and will come into effect by June 2005.

So Traceability has become an important market access issue because suppliers unable to meet its challenge may be denied access to European, U.S. markets and customers, irrespective of the quality or price competitiveness of their products.

The implementation of traceability system brings along many advantages for the company. First of all, it enables the optimization of product quality since Traceability and quality management go together. A traceability system guarantees the reliability of product information and helps to quickly pinpoint the cause of quality problems. Once a company knows where problems arise regularly, it can anticipate future ones.

Another advantage is that it enables companies to better control their logistic operations. Being constantly aware of the exact location of its dispatch units allows a company to optimize its stock management, what in its turn can lead to huge cost savings (less spoilage and less left-over,...). Furthermore, transport and deliveries can be monitored in real time, which may lead to a better customer services.



When using a traceability system, a contaminated product, a product of inferior quality, can be located quickly and precisely. This way there is no need to destroy all products, but only the ones bearing an anomaly, so that costs linked to recalls can be minimized and corrective steps can be worked out more quickly. It also helps protect a company's image.

### **What to do to comply with these traceability requirements?**

The application of EAN.UCC standards is the prerequisite for the establishment of all traceability systems. This is because traceability is all about communicating information between partners which of course is best attained by deploying a common business language – the EAN•UCC standards. Their global reach and universal acceptance by consumers, businesses and governments make them uniquely positioned to provide the appropriate response to the traceability systems legal and customer requirements. Based on its ability to provide globally unique identification of trade items, logistic units, parties and locations, the EAN.UCC System is particularly well suited to be used for traceability purposes. The EAN.UCC standards provide a global business language that is used to enable accurate and fast communication between different traceability systems used by suppliers, manufacturers and retailers around the world.

### **Traceability implementation (what should I do?)**

EAN International has published a common traceability solutions development methodology with global recommendations for users in all sectors. One of these Guide lines is the **Fresh Produce Traceability Guidelines**: The aim of these guidelines is to provide a common approach to tracking and tracing of fresh produce by means of an internationally accepted numbering and bar coding system - the EAN•UCC System

To start applying these Guidelines then you have to register with the EAN Member Organization located in your country (GS1 Egypt), you will need to do so to have every one of your products registered with a unique international number (**Global Trade Item Number**)™ represented by a barcode on its packaging. It is therefore our commitment to have every one of your products numbered before the end of this year to avoid being incompliant with your customer's requirements and also every carton or pallet have the full logistical information recorded on it.



### **Uniqueness of GS1 Egypt's traceability solutions:**

When you read the above mentioned requirements, you will notice that the first requirement for traceability implementation is Identification as it is the cornerstone for any traceability system. To uniquely identify your product among all other competitive products around the world, you have to be registered in Gs1 Egypt - the sole member organization in Gs1- that is authorized to allocate unique identification for Egyptian products/ services. The role of Gs1 Egypt does not only stop at this point but it developed a unique traceability solution Called ONE TRACE that fits all different sizes and nature of businesses taking into consideration the tight profit margins of the Egyptian food producers and processors who consider the traceability implantation a burden more than a benefit because of its cost.

Gs1 Egypt's one trace System is a fully automated solution especially tailored to you that gives you an eye on your product along the whole chain starting from the raw material to your final customer. The scalability of the one trace system makes it support your business growth and it gives you a variety of reports according to your requests and keeps record of all relevant information. Moreover, The Gs1 International standards adopted by the one trace solution facilitate all your business operations internally and across borders by using the global language of Business.

Although the one trace system is a user friendly one, Gs1 Egypt supports your staff with training hours helping them using the system in a professional way making sure of getting the maximum use of it.

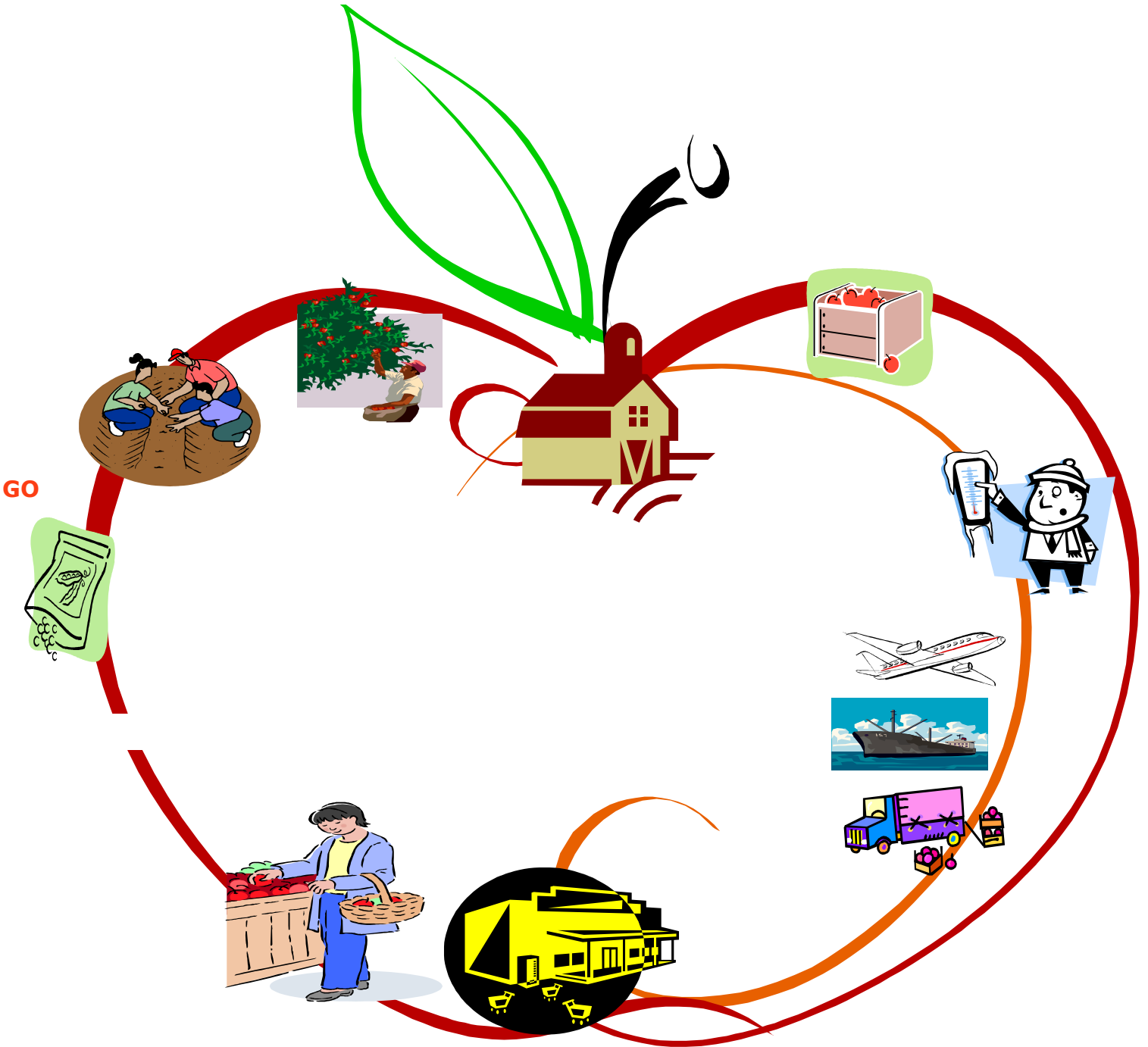
### **Where can we implement one trace?**

The one trace system is especially designed to cover all food industry in Egypt either fresh or processed. the one trace system proved its efficiency dramatically in the agrofresh food industry by the adoption of Egypt's key fresh food exporters such as Dakahlia, Al-Shams Agrogroup, Technogreen, Nile Valley Group (NVG), Agro Fresh(Consukorra), Empress, EverGreen, Belco, Trade Waves, Orchard, Celf, Pyramids, Alahram etc. the one trace systems met the requirements of all our applicant clients regardless of the size and nature of their businesses.

The one trace system covers all different stages of production starting from the raw material to the processing , packing and packaging , storing till your customer recording all relevant product information that includes who is responsible for any operation, when exactly it is handled and how (the material used, temperature, weight etc). It also has an open number of users enabling you to add unlimited number of users whenever you need.



**One Trace solution's different modules:**



**ONE Trace cycle**



## **One Trace solution controls and automates the following areas:**

### **1. Packing house:**

- Receiving of fresh produce from farms or external suppliers.
- Receiving of packaging material from Raw Material stores.
- Controlling all packing house activities in each Batch (sorting, washing, packaging.....)
- Keeping record of all the employees that participated in each activity inside the packing house and record each employees output.
- Automatically generate unique batch numbers
- Generating carton labels based on the EAN 128 standard.

### **2. Raw Materials Store:**

- Controlling all in and out activities in each store (issue, receipt, transfer, return....).
- Warehouse locations will be coded to record the exact position of the raw material.
- All reading done on the hand held (data collector) will be downloaded to system software.

### **3. Farms:**

- Every plot in each farm will have a historical database file, recording the agricultural life cycle, actions and treatments done for this plot.

### **4. Cold Stores:**

- Generate a pallet label for each pallet coming from the packing house based on the EAN.UCC standards and including a unique serial shipping container code(SSCC) for each pallet.
- Recording all the client/destination information on which the shipment will be dispatched.

### **5. Supplier/customer relations:**

- Recording all external suppliers with their farm and plot.
- Recording all local and international clients' data to establish a complete client shipments track record.

### **6. Reporting:**

The software contains a comprehensive set of business critical reports related to traceability/production data thus providing the companies management with an excellent platform for informed decision making and problem analysis. Examples of reports:

- Traceability and product life cycle reports
- Production quantities reports
- Problem tracking reports
- Shipments detailed reports



- Quality control reports
- Productivity analysis reports

### 7. Label Printing:

- Carton label
- Pallet label
- Plot label
- Employee/operator card
- Raw Material label

### 8. Communications:

- Traceability software is based on dot net Microsoft technology allowing internal access inside the production sites and browser web based external access.

Number of users	Number of sites
Open	Open

Finally, the benefits of one trace system implementation can be summarized as follows:

- It makes a total control of all the stages of your supply chain.
- It reduce Costs and delays associated with product recalls, Costs of manual searches through warehouses and stores, Costs of handling returned goods while minimizing fraud which will affect on customers and their confidence.
- It Supplies fundamental tools for the analysis and management of risks. By better controlling the risks, the company can maximize its results, besides offering more security and confidence to the consumer.
- It uses a common language, the GS1 System of identification and bar coding
- It is, therefore, broad-based in that GS1 Standards are used in over 140 countries around the world by a large majority of supply chain partners (there are over 1 million GS1 user companies).
- It takes a global approach, addressing the supply chain as a whole rather than any particular individual partner.
- It focuses on the interfaces of physical flow of materials and products, establishing an open, global relationship between independent partners.
- It is flexible, recognizing that circumstances vary within and between sectors, and thus providing for tailored applications



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