



GS1 and EuroFIR working together

***EuroFIR Stakeholder Event
March 25th 2010, Brussels
Loek Boortman
Representing GS1 in Europe***





What is my message ?

- We are building an infrastructure....
 - Getting to know each other
 - CEN Food Data standard
- for future cooperation.....
 - Complement each others data
 - Complementary each others knowledge
- To serve our stakeholders better
 - Increased need for high quality information





BUILDING AN INFRASTRUCTURE

GETTING TO KNOW GS1 (IN EUROPE)





GS1: A global system of standards

**GS1
designs and
implements a
global system
of supply
chain
standards**

GS1 standards provide a **framework** that allows **products, services, and information** about them to move efficiently and securely for the benefit of businesses and the **improvement of people's lives**, everyday, everywhere





Used by millions of companies



■ Countries with a GS1 Member Organisation

■ Countries served on a direct basis from GS1 Global Office (Brussels)

**108 Member Organisations.
150 countries served.
2,000 people helping us.**



Some of the world's best-known companies sit on our Board



...just to name a few!



Helping businesses work more efficiently



GS1 BarCodes: The most well-known and universally recognizable GS1 standard.

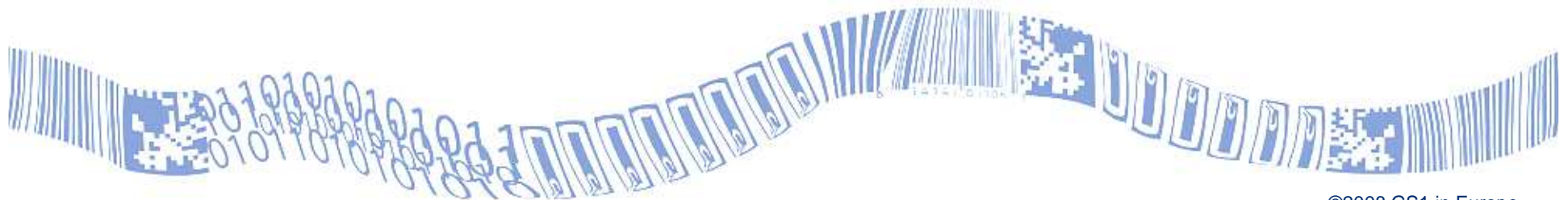
Businesses and organisations around the world use them to **automatically identify products, pallets and places**, and manage their supply chains more efficiently.





GS1 in Europe

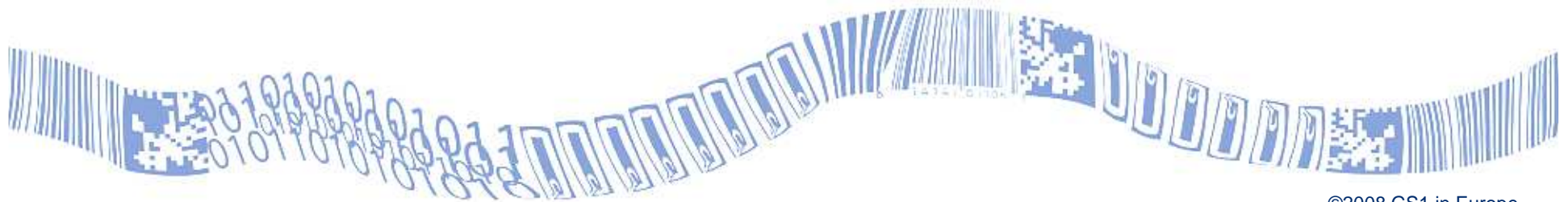
GS1 in Europe is a collaboration of **45 GS1 member organisations** that believe that European user companies will benefit from using global GS1 standards. GS1 in Europe plays a key role in enabling the **implementation** of GS1 standards in Europe. Companies using the GS1 standards will benefit from **a harmonised approach** by European GS1 organisations for creating and implementing standards for supply and demand chain management.





BUILDING AN INFRASTRUCTURE

CEN FOOD DATA STANDARD



Background

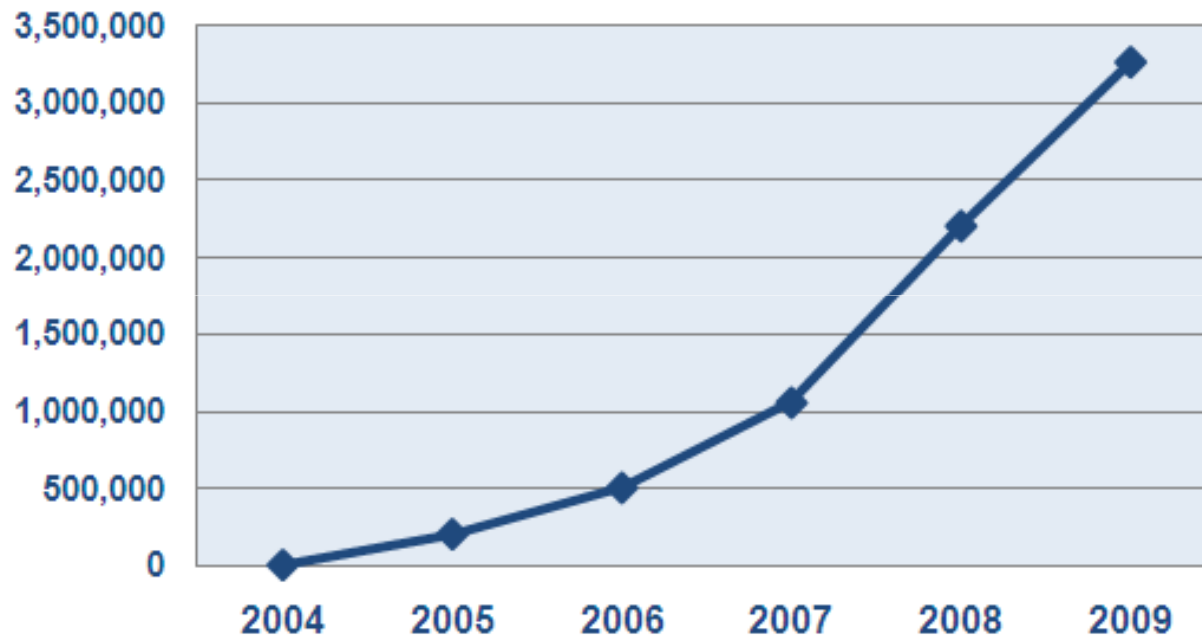
- EuroFIR NoE aims at providing tools to overcome existing differences among member states and parties regarding documentation and interchange of food composition data
- A common European CEN-standard on food composition data is one major objective in order to enable
 - unambiguous identification and description of food composition data and its quality for dissemination and interchange

GS1 initiative

- GS1 - Global Data Synchronization Network
 - integrated system of global standards for electronic trade
 - GSDN Food and Beverage extension
 - includes information on foods that is relevant and complementary to the EuroFIR specifications
 - Focus on *food article* information
 - Product labelling information

Increased GDSN Adoption Momentum

Items registered in the Global Registry



Trading Partners:
from **200** in 2005
to **23,212** in July 2009

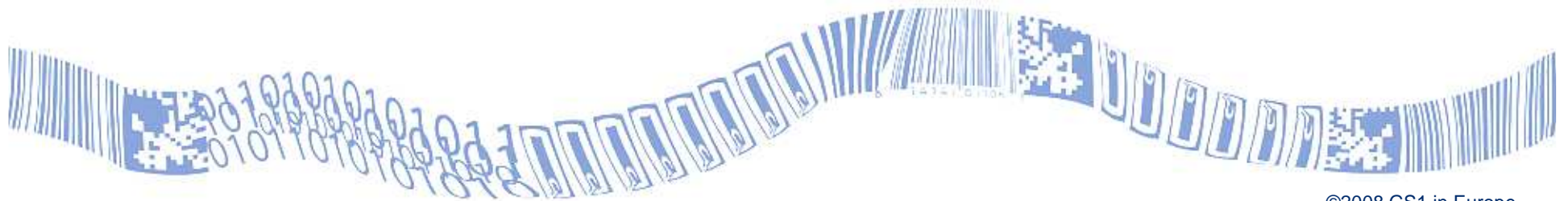
Certified Data Pools:
from **7** in 2005
to **23** in 2009

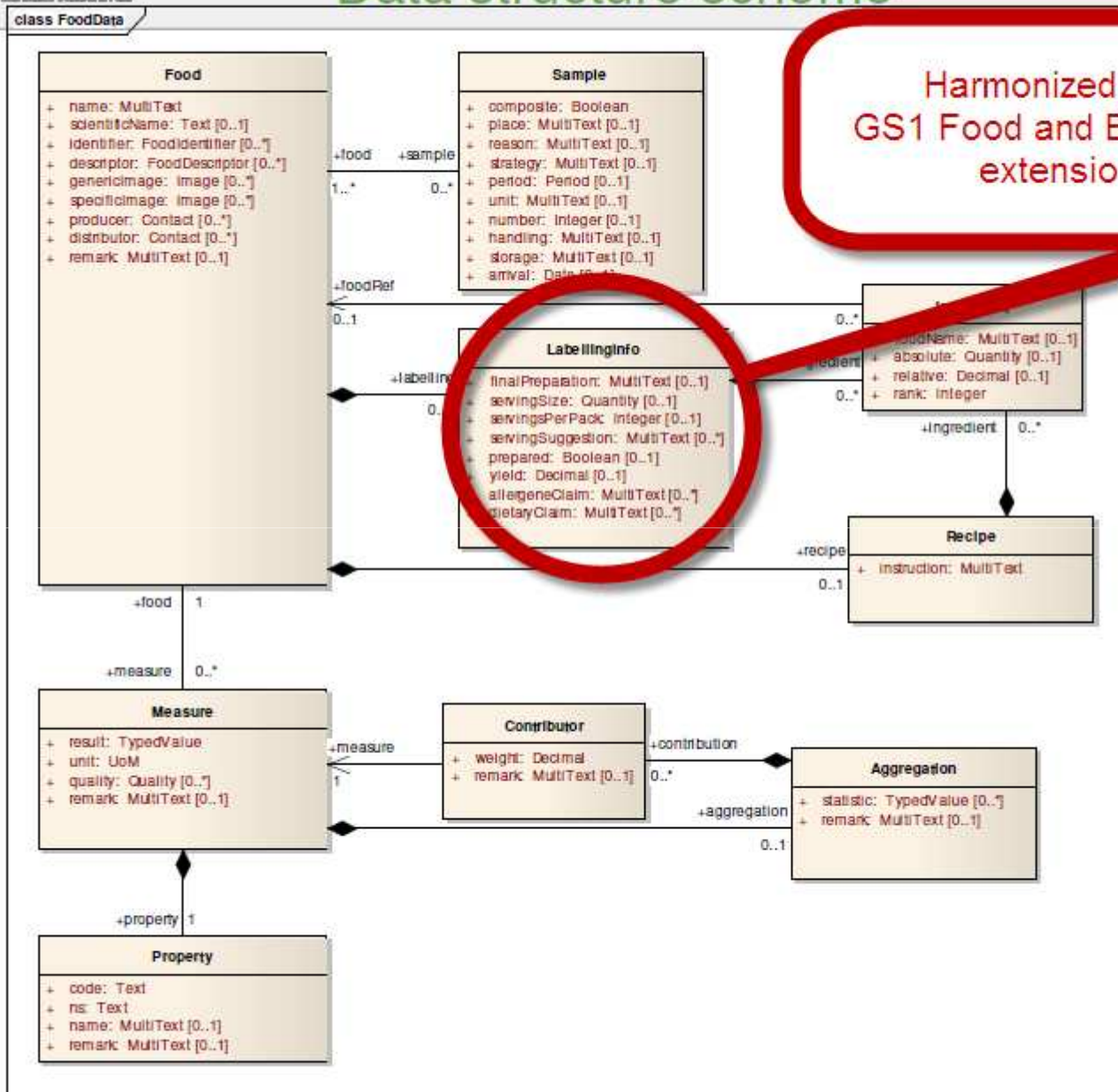
Items registered
from **250.000** in 2005
to **4.709.000** in 2009



FUTURE COOPERATION

COMPLEMENTARY DATA





Harmonized with
GS1 Food and Beverage
extension



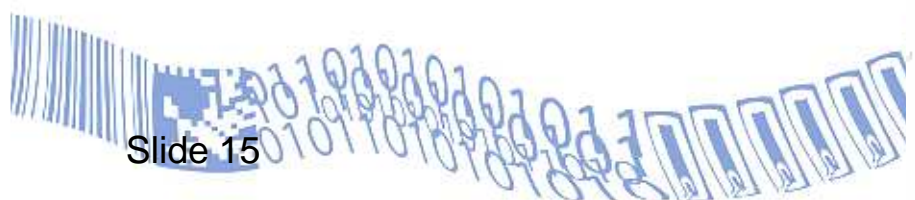


EuroFir use case: "NFA calculates share of products consumed that are labelled with the keyhole symbol"

Today: Not done

Problem: Information not available

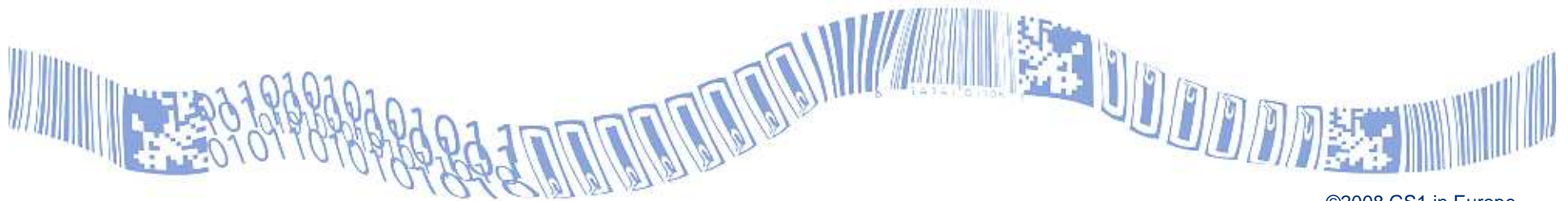
With standard: Easy to obtain the information





FUTURE COOPERATION

COMPLEMENTARY KNOWLEDGE



[FLABEL Partners](#)[FLABEL Research](#)[About FLABEL](#)[News](#)[Media Centre](#)[Links](#)

“Reviews of consumer research on nutrition labelling have identified a gap in scientific evidence about whether nutrition information on food labels is exerting an effect on healthy food choices among consumers”.

[Aims and objectives](#)[Home / About](#)

Reviews of consumer research on nutrition labelling have identified a gap in scientific evidence about whether nutrition information on food labels is exerting an effect on healthy food choices among consumers. If there is an effect, it is not known how strong the effect is, under which circumstances it occurs, what factors are responsible for it occurring, or whether the effect differs between consumer groups. With this background, the strategic objectives of FLABEL are:

- To determine how nutrition information on food labels can affect dietary choices, consumer habits and food-related health issues by developing and applying an interpretation framework incorporating both the label and other factors/influences.

To provide the scientific basis for use of nutrition information on food labels, including scientific

[print page](#) [send page](#) [A⁺](#) [A⁻](#)[Aims and objectives](#)[Expected outcomes](#)[Technical details](#)[Contact us](#)[Disclaimer](#)

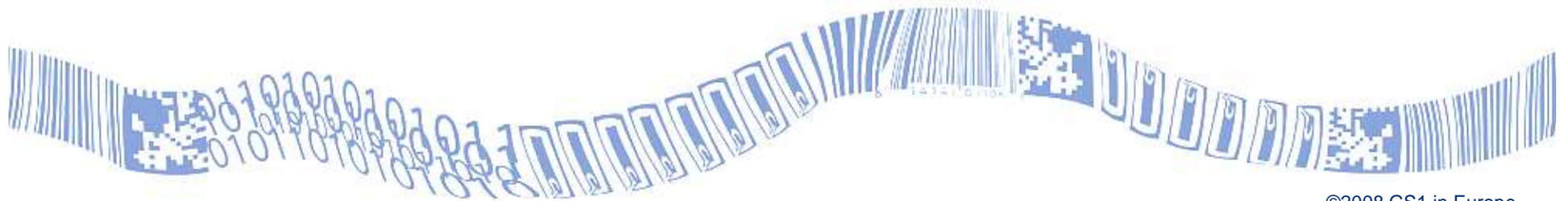
Source: Coca Cola retailing research council

3. Changing habits is hard – but 'behaviour breakers' exist
Other 'behaviour breakers' such as clear and simple signage consistently used over time have proven successful

Governments are encouraging fruit & vegetable consumption		
Country	Key initiative	Details
Australia	<p>"Go for 2 and 5"</p> 	<p>Launched in April 2005, "Go for 2 and 5" promotes the consumption of 2 servings of fruit and 5 servings of vegetables daily. The official website claims that Australians only consume half of this target. The \$4.76m campaign has included advertisements on TV and radio, in magazines and online, among others.</p>
Denmark	<p>"6 a day"</p> 	<p>The "6 a day" project is a public-private partnership with partners from governmental food and health organisation, non-governmental health organizations and the fruit and vegetable industry. It was launched very successfully across schools, workplace and retail settings.</p>
UK	<p>"5 a day"</p> 	<p>"5 a day" represents the campaign to encourage consumers to consume a combined total of at least 5 fruits and vegetables daily. While initially launched in the UK, "5 a day" has become a worldwide message adopted as a basic quota in many other countries. Schemes include the School Fruit and Vegetable Scheme.</p>
US	<p>The Food Guide Pyramid</p> 	<p>In the US, the Food Guide Pyramid is a detailed graphic which gives target information about a variety of dietary aspects. The pyramid is more detailed than other schemes, with charts outlining the number of 'cups' a consumer should intake.</p>



TO SERVE OUR STAKEHOLDERS BETTER







Contacts

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

