



Data Crunch - Impact on Food Standards and Food Safety Seminar

25 February 2010 - London

Final Agenda

- 10.30** **Registration and coffee**
- 11.00** **GS1 general introduction and overview**
Brief overview of who GS1 UK is and the benefits of GS1 membership for the food service industry.
Steve Watson, Solution Provider Programme Manager, GS1 UK
- 11.10** **GS1 data crunch report - Industry feedback**
Steve will present a high level overview of the data crunch report, which will outline:
- How to enhance the consumer experience through improving product information in the supply chain
 - The possibilities of using industry data standards to help manage fourfold increase in retail product information
 - The opportunities to realise £1 billion in savings and sales over the next five years
- Steve Watson, Solution Provider Programme Manager, GS1 UK**
- 11.30** **GS1 DataBar**
Steve will introduce GS1 DataBar and its benefits to the retail sector. He will explain how it is being used today in many applications, including but not restricted to the fresh produce sector and how it will become an open, global standard in 2014. Steve will also cover the enhanced capabilities of GS1 DataBar, its ability to encode extra data that can be scanned at the retail POS and how it opens up the potential for new applications such as:
- Preventing the sale of out-of-date produce
 - Enhanced traceability
 - Improved food safety
 - Enhanced brand identification at point-of-sale
 - Quality control
 - Product replenishment
- Steve Watson, Solution Provider Programme Manager, GS1 UK**
- 11.45** **Overview and consumer demand for more information - Impact on the food industry**
Dr Nigel Harrison's keynote presentation will be on the role of the Food Standards Agency and the current and forthcoming legislation that will affect UK organisations.
Dr Nigel Harrison, Head - Standards, Authenticity & Food Law Policy, Food Standards Agency
- 12.15** **Matiq customer case study on food traceability using GS1 standards**
Matiq, the information technology subsidiary of Nortura, Norway's largest food supplier will cover the benefits of how they have used radio frequency identification (RFID) technology to track and trace poultry and meat products from the farm, through the supply chain, to supermarket shelves. Mati's case study will also cover how their food tracking solution ensures that meat and poultry products are kept in optimal condition throughout the supply chain.
- 12.35** **IBM Smarter Planet: Smarter supply chain, smarter food**
Anton Harrison will discuss the importance of a software solution – that incorporates GS1 global standards - that enables companies to track and trace product as it moves through the supply chain. He will also touch on the requirements - collect, store, secure and share - for full supply chain traceability to meet current and forthcoming legislation.
Anton Harrison, Public and Commercial InfoSphere Software Sales, IBM
- 13.00** **Lunch and networking**