



# GS1 Industry Guideline - Global Meat and Poultry Traceability Guideline, Part 5. Poultry Supply Chain

*0.1, 10th Mar 2015*



## Document Summary

Document Item	Current Value
Document Title	GS1 Industry Guideline - Global Meat and Poultry Traceability Guideline, Part 5. Poultry Supply Chain
Date Last Modified	10th Mar 2015
Current Document Issue	0.1
Status	Draft
Document Description	

## Contributors

Name	Organization

## Log of Changes in Issue #

Issue No.	Date of Change	Changed By	Summary of Change

## Disclaimer

WHILST EVERY EFFORT HAS BEEN MADE TO ENSURE THAT THE GUIDELINES TO USE THE GS1 STANDARDS CONTAINED IN THE DOCUMENT ARE CORRECT, GS1 AND ANY OTHER PARTY INVOLVED IN THE CREATION OF THE DOCUMENT HEREBY STATE THAT THE DOCUMENT IS PROVIDED WITHOUT WARRANTY, EITHER EXPRESSED OR IMPLIED, REGARDING ANY MATTER, INCLUDING BUT NOT LIMITED TO THE ACCURACY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AND HEREBY DISCLAIM ANY AND ALL LIABILITY, DIRECT OR INDIRECT, FOR ANY DAMAGES OR LOSS RELATING TO OR RESULTING FROM THE USE OF THE DOCUMENT. THE DOCUMENT MAY BE MODIFIED, SUBJECT TO DEVELOPMENTS IN TECHNOLOGY, CHANGES TO THE STANDARDS, OR NEW LEGAL REQUIREMENTS. SEVERAL PRODUCTS AND COMPANY NAMES MENTIONED HEREIN MAY BE TRADEMARKS AND/OR REGISTERED TRADEMARKS OF THEIR RESPECTIVE COMPANIES.

# Table of Contents

<b>Table of Figures</b> .....	<b>4</b>
<b>1. Introduction</b> .....	<b>5</b>
1.1. Traceability along the poultry supply chain .....	5
1.1.1. Poultry supply chain model .....	7
1.2. How are companies in the poultry supply chain identified uniquely? .....	7
<b>2. Variable Measure Trade Items Not Scanned in General Retail at Point-of-Sale (Carton/Case Labelling)</b> .....	<b>8</b>
<b>3. Variable Measure Trade Items Scanned in General Retail at POS</b> .....	<b>10</b>
3.1. Where can I get additional help? .....	10
<b>4. APPENDIX – Roles in the Supply Chain</b> .....	<b>11</b>

## Table of Figures

<b>FIGURE 1 – TRADE ITEM PACKAGE SUMMARY</b> .....	6
<b>FIGURE 2 – POULTRY SUPPLY CHAIN TRACEABILITY MODEL, IN ONE OR MORE COUNTRIES</b> .....	7
<b>FIGURE 3 – POULTRY CARTON/CASE LABEL EXAMPLE - US</b> .....	8
<b>FIGURE 4 – POULTRY CARTON/CASE LABEL EXAMPLE - AUSTRALIAN</b> .....	9
<b>FIGURE 5 – POULTRY CARTON/CASE LABEL EXAMPLE – CANADIAN</b> .....	9
<b>FIGURE 6 – MINIMUM POULTRY CARTON/CASE BARCODE INFORMATION REQUIRED REPRESENTED BY APPLICATION IDENTIFIERS (AIs)</b> .....	10

# 1. Introduction

This part specifically addresses the requirements for the poultry supply chain in a global context.

For a glossary of terms used in the GS1 global meat and poultry traceability guideline, please click on this link:

[GS1 Industry Guideline - Global Meat and Poultry Traceability Guideline, Glossary](#)

For additional information on the GS1 global meat and poultry traceability guideline, please click on this link:

[GS1 Made Easy – Global Meat and Poultry Traceability Guideline Companion Document](#)

## 1.1. Traceability along the poultry supply chain

Trading partners can fulfil one or more roles in the poultry supply chain. A comprehensive table of supply chain roles appears in the appendix.

The poultry supply chain model below shows best practice models for the application of GS1 standards for flock traceability, while complying with common regulatory requirements.

Specific markets and/ or customers may have additional traceability requirements that must be fulfilled. Refer to your local GS1 Member Organization's Meat and Poultry Traceability Guideline for local market traceability requirements. A complete list of local GS1 Member Organizations is available on the GS1 global website at [www.gs1.org](http://www.gs1.org)

The key traceability elements include:

For live poultry as trade items:

- Batch/Lot identification (GS1 EPC on cages or as specific for national/ market regulations)
- Flock production information such as age (or month/ year of birth), region or country of birth, fattening and finishing
- Feed (grain and supplements) batch and quality identification through supply documentation and serialized GTINs for feed supplements
- Animal treatment
- Poultry batch/lot movement declaration showing property consigning the poultry
- All of the above information can be sent as an electronic message using GS1 eCOM standards such as the EANCOM Despatch Advice Message. (Note: In the U.S. the ANSI X.12 message ASN (Advanced Shipping Notice) is used for these purposes).

For Cartons/cases:

- Carton/case product with GS1 serialized Global Trade Item Number (GTIN) (can include GS1 Electronic Product Code (EPC)) label linked to poultry batch/lot for boning batch/lot, date and time. For some market individual batch/lot identification may be required
- Carton/case labels need to comply with country, region and market regulations as well as customer requirements. All of this information should appear in barcode format (GS1-128 barcode) and in human readable format
- Poultry transfer certificate/ health certificate or equivalent regulatory transfer document is generally required for consignments
- All of the above information can be sent as an electronic message using GS1 eCOM standards such as the EANCOM Despatch Advice Message detailing all carton/case identification as well as product attributes. (Note: In the U.S. the ANSI X.12 message ASN (Advanced Shipping Notice) is used for these purposes).

For Variable Measure Trade Items scanned in general retail at Point-of-Sale:

- Variable measure trade items that are scanned at Point-of-Sale have two main GS1 applications that are available. In some instances due to trading partners (e.g. Retailer)

requirements both options may be applied to the one variable measure fresh food trade item. **Before implementation of any GS1 applications for variable measure trade items that are scanned at Point-of-Sale mutual agreement should be obtained between the trading partners.**

- The two main GS1 applications for variable measure fresh food trade items are:
  - Variable Measure Fresh Food Trade Items using a GTIN and additional attributes encoded with GS1 DataBar Expanded or Expanded Stacked.
  - Variable Measure Trade Items using a Restricted Circulation Number (RCN) encoded with the EAN/UPC symbology family.

Trade items can be summarized as:

Package Types	Definition	Product Examples
Chilled carcass or carcass portion - variable weight	Whole or carcass piece that is supplied by a processor to an exporter, importer, value-adder, distributor, wholesaler, food service operator or retailer. Product is most often variable weight. Some product may be wrapped or have other outer covering method.	Fresh chicken carcasses
Frozen carcass or carcass portion – variable weight	Whole or carcass piece that is supplied by a processor to an exporter, importer, value-adder, distributor, wholesaler, food service operator or retailer. Product is most often variable weight. Some product may be wrapped or have other outer covering method.	Whole frozen chicken carcass
Catch/ fixed weight carton/case fresh or frozen product	Variable weight carton/case product, where there is tight tolerance for minimum and maximum weight range.  This may be packed as layer packed, vacuum packed, wrapped or other methods	Vacuum packed primal cuts. Processed meats
Variable weight carton/case fresh or frozen product	Variable weight carton/case product, where there is large tolerance for minimum and maximum weight range.  This may be packed as layer packed, vacuum packed, wrapped or other methods	Vacuum packed primal cuts. Processed meats
Fixed weight bulk fresh or frozen product	Fixed weight bulk pack, typically a poly lined sided and lidded pallet sized container holding 1000kg/2200lb of product.	1000kg/ 2200lb frozen 80cl chicken trim

**Figure 1 – Trade item package summary**

Most trade items have a trading partner (processor) allocated GTIN (Global Trade Item Number). Where the trading partner has multiple processing facilities the same GTIN is often used for the same product, irrespective of the processing facility. To ensure traceability is maintained to the specific processing facilities the trading partner utilises Application Identifiers with the GTIN to maintain traceability back to the respective processing facility.

Where product is being packed for a specific third party such as a product brand owner, the product brand owner may allocate the GTIN to be used. This is likely to include utilising Application Identifiers with the GTIN to maintain traceability back to the respective processing facility. This is used to differentiate which processing facility the brand owner has used.

If a trading partner further processes and packages a product in the supply chain, such as the case with store-processed product, then that trading partner becomes the manufacturer and is responsible for assigning a GTIN or item reference and traceability attributes. This may be achieved by using a combination of human readable and scannable product information. This information should also be stored for future retrieval, if necessary.

It should be noted that governments and national trading partners may require additional business information to appear on the trade item labels and it is recommended that trading partners work closely with local regulatory authorities to ensure compliance.

### 1.1.1. Poultry supply chain model

The global poultry supply chain is characterized by a number of features:

- A small number of primary producers (hatcheries) supply day-old chicks to a number of growing units (broiler farms). The birds stay at the Broiler Farms together for life. The birds do not move between growing cells and maintain that batch/lot identification for life

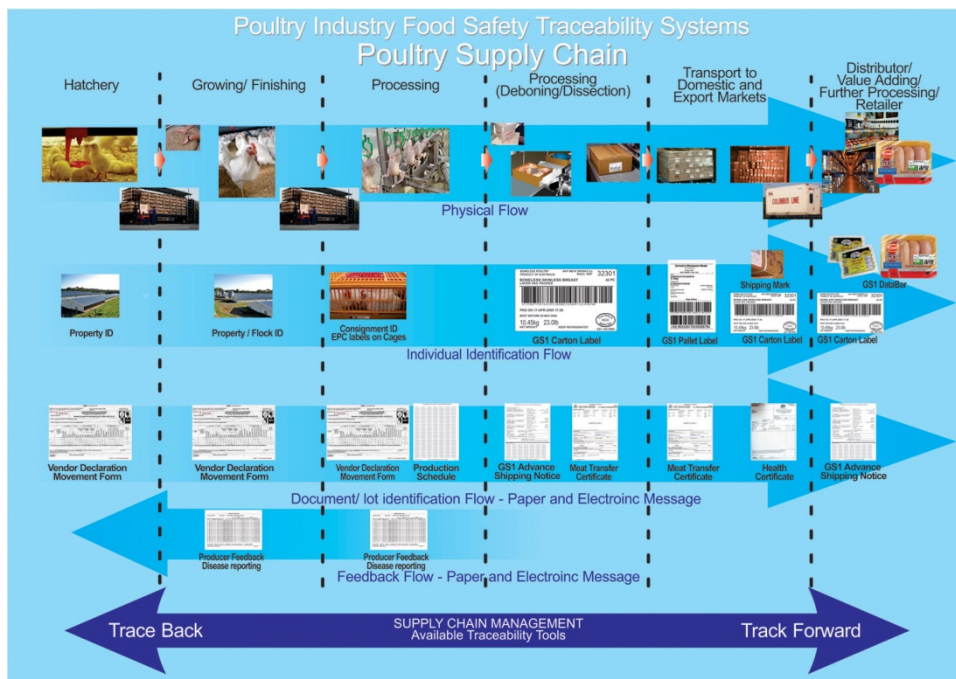


Figure 2 – Poultry supply chain traceability model, in one or more countries

## 1.2. How are companies in the poultry supply chain identified uniquely?

The GLN makes possible the unique and unambiguous identification of physical locations and parties used in the supply chain. Identification in this manner is a prerequisite to efficient Electronic Commerce between trading partners (e.g., Electronic Data Interchange (EDI), electronic catalogues).

The GLN is a 13-digit number created by a GS1 Company Prefix, a Location Reference and a Check Digit.

Each company or organisation that is a member of a GS1 Member Organisation may use GLNs to identify locations under the terms of its membership.

For exported as well as domestic beef, there may be government and industry registries that list establishments that are permitted to process for local consumption, export or import beef. The use of GLN supplements but does not replace establishment numbers.

## 2. Variable Measure Trade Items Not Scanned in General Retail at Point-of-Sale (Carton/Case Labelling)

Trade items in the meat and poultry industry are often variable measure because the production process results in a wide range of weights for the same product or because the products are created to meet a special order that states a specific quantity or weight.

Domestic and importing country regulations, as well as specific market regulations, may specify certain human readable date and other information to be printed on labels. These requirements override any GS1 specified requirements detailed in this document.

The barcode symbology used in the meat industry for variable measure trade items not scanned at Point-of-Sale carton/case labels is GS1-128. The GS1-128 barcode allows secondary attribute information over and above primary global trade item identification to be represented in the barcode.

The barcode symbology can also represent attribute information such as batch or lot numbers, serial numbers, expiry dates and weight in a standard format. This ensures that the attribute information encoded by one trading partner can also be scanned and interpreted by any other trading partner in the supply chain.

Additional country, market or customer requirements may be applicable in certain circumstances. Contact the applicable representatives in those markets to determine the current requirements.

Refer to your local GS1 Member Organization's Meat and Poultry Traceability Guideline for local country or market traceability requirements. A complete list of local GS1 Member Organizations is available on the GS1 global website at [www.gs1.org](http://www.gs1.org)

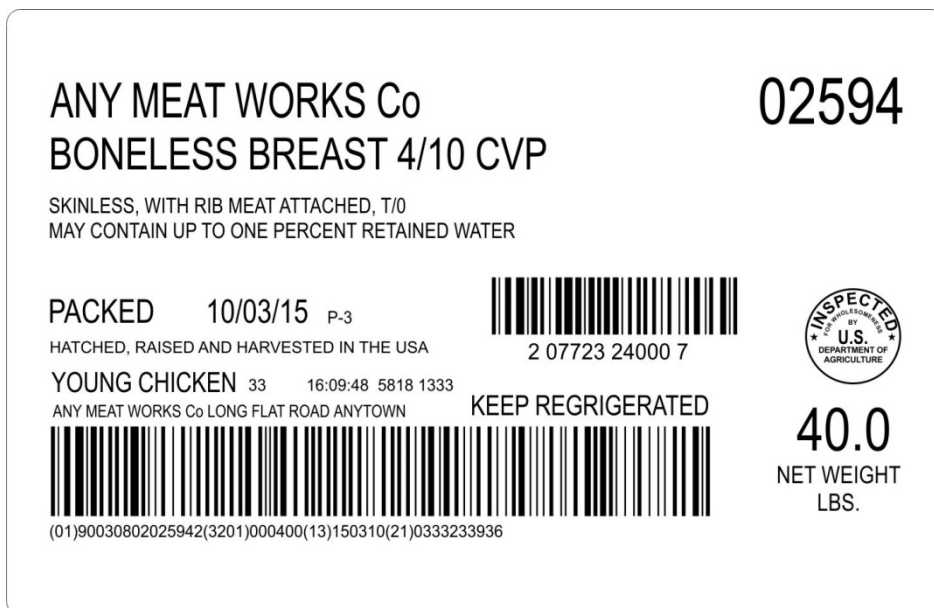


Figure 3 – Poultry carton/case label example - US



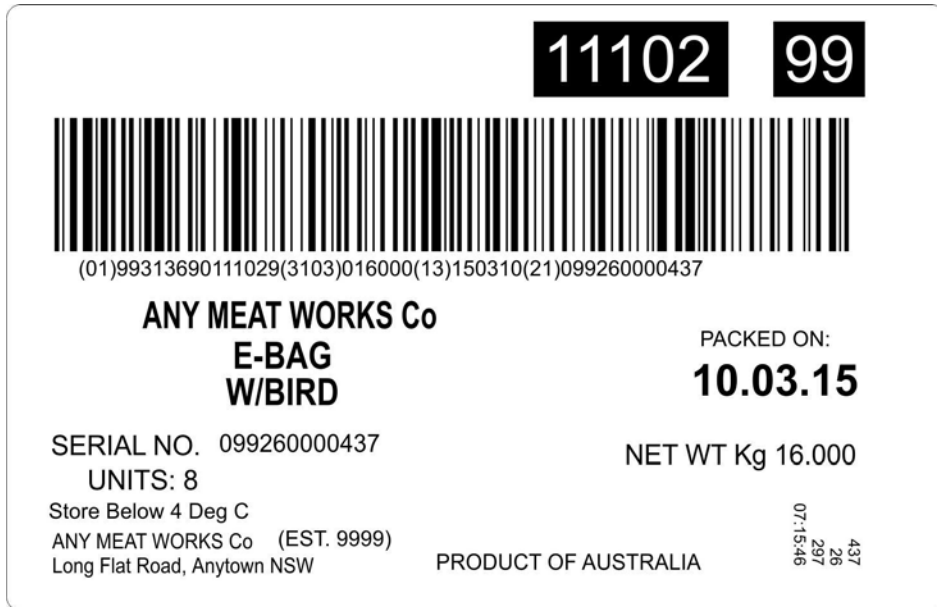


Figure 4 – Poultry carton/case label example - Australian

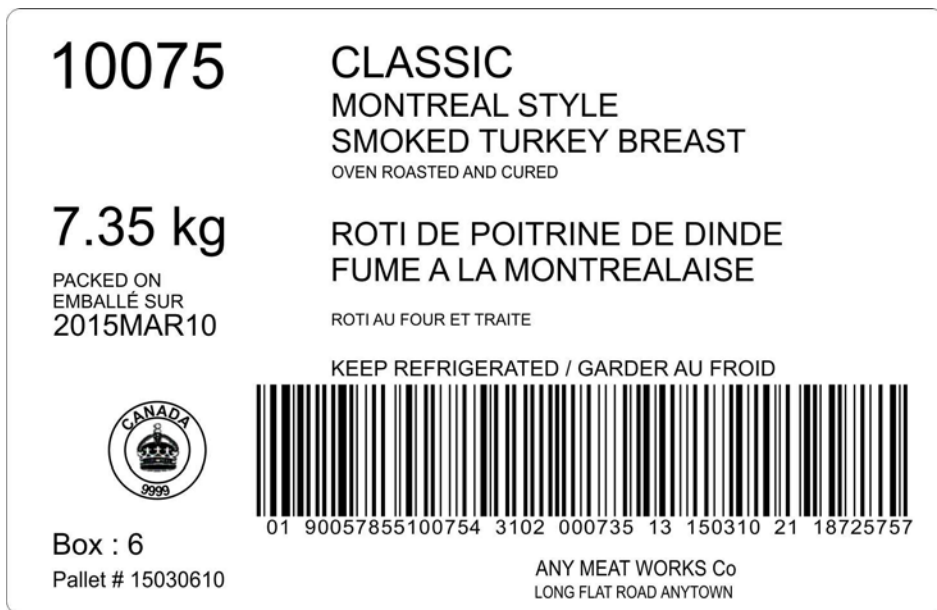


Figure 5 – Poultry carton/case label example – Canadian

AI	Example Data & Format	Attribute Information
(01)	90057855100754	Global Trade Item Number (GTIN)
(310n)	000735	Net Weight – Kilograms
(13)	150310	<b>Packaging Date (YYMMDD)</b> Referred to as the date the poultry is processed.
(21)	18725757	Serial Number

**Figure 6 – Minimum poultry carton/case barcode information required represented by application identifiers (AIs)**

### 3. Variable Measure Trade Items Scanned in General Retail at POS

Variable measure trade items that are scanned at Point-of-Sale have two main GS1 applications that are available. In some instances due to trading partners (e.g. Retailer) requirements both options may be applied to the one variable measure fresh food trade item. **Before implementation of any GS1 applications for variable measure trade items that are scanned at Point-of-Sale mutual agreement should be obtained between the trading partners.**

The two main GS1 applications for variable measure fresh food trade items are:

- Variable Measure Fresh Food Trade Items using a GTIN and additional attributes encoded with GS1 DataBar Expanded or Expanded Stacked.
- Variable Measure Trade Items using a Restricted Circulation Number (RCN) encoded with the EAN/UPC symbology family.

Trading partners should ensure that retailer labelling requirements are known and understood when following this guideline. Where a retailer specified requirement contradicts this guideline the retailer requirement should be followed.

Refer to your local GS1 Member Organization's Meat and Poultry Traceability Guideline for local market retail traceability requirements. A complete list of local GS1 Member Organizations is available on the GS1 global website at [www.gs1.org](http://www.gs1.org)

#### 3.1. Where can I get additional help?

Users are encouraged to contact their local GS1 Member Organization who can provide guidance on the use of GS1 keys and local data messaging practices. A complete list of GS1 Member Organizations is available on the GS1 global website at [www.gs1.org](http://www.gs1.org)

## 4. APPENDIX – Roles in the Supply Chain

### Roles in the Supply Chain

The table below provides a list of the primary and support roles found in the poultry supply chain and, if covered, where traceability guidance is provided in this document for each role.

Role	Activities	Alias / Examples
<b>Primary Roles</b>		
Livestock producer – breeder (supplier of live birds for raising)	<ul style="list-style-type: none"> <li>Source feed</li> <li>Breed and ship</li> </ul>	Suppliers of birds for raising/finishing
Livestock producer – grower/finisher (supplier of live birds for processing)	<ul style="list-style-type: none"> <li>Source feed</li> <li>Source birds</li> <li>Raise, harvest and ship</li> </ul>	Suppliers of birds for processing
Meat and poultry processors	<ul style="list-style-type: none"> <li>Slaughter</li> <li>Process</li> <li>Package</li> <li>Label</li> <li>Store</li> <li>Sell</li> <li>Ship carton/case, carcass and bulk product</li> </ul>	Processor/ meatpacker, supplier
Exporter/ importer/ wholesaler/trader	<ul style="list-style-type: none"> <li>Buy and sell</li> <li>export and import carton/case and carcass product</li> </ul> <p>(May or may not physically handle the product)</p>	Traders, distributor, supplier
Retail store	<ul style="list-style-type: none"> <li>Receive</li> <li>Store</li> <li>Process</li> <li>Package/Label</li> <li>Display</li> <li>Sell to Consumer</li> </ul>	Grocery store, supermarket, grocery chains, shop.
Retail distributor or wholesaler	<ul style="list-style-type: none"> <li>Receive</li> <li>Store</li> <li>Sell</li> <li>Ship</li> </ul>	Retail distribution centre, distribution centre, import/export warehouses, wholesaler warehouses
<b>Support Roles</b>		
Feed stuff supplier	<ul style="list-style-type: none"> <li>Produce and ship</li> </ul>	Suppliers of feed for animals destined for the meat industry  Traceability records for feed supplements and other raw

		ingredients needs to be maintained
Medical supplier	<ul style="list-style-type: none"> <li>Produce and ship</li> </ul>	<p>Suppliers of medicines, medical supplies and medical equipment for veterinarians and producers of livestock</p> <p>Traceability records for medicines needs to be maintained</p>
Packing material supplier	<ul style="list-style-type: none"> <li>Produce and ship</li> </ul>	Suppliers of packing material (crates, bags, boxes, labels, bins, clamshells, etc.)
Ingredient supplier	<ul style="list-style-type: none"> <li>Produce and ship</li> </ul>	<p>Feed manufacturers</p> <p>Feed supplement manufactures</p>
Third party logistics service provider	<ul style="list-style-type: none"> <li>Transport</li> <li>Store</li> </ul>	Truck / rail / ship / air
Regulatory organizations	<ul style="list-style-type: none"> <li>Compliance oversight</li> </ul>	Customs, inspection, and grading agencies