



INVITATION



SECOND GLOBAL IFPS FORUM

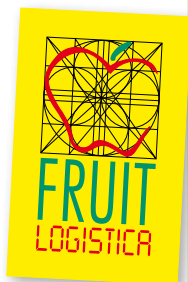
GLOBAL HARMONIZATION OF FRESH PRODUCE STANDARDS

MEET, NETWORK & LEARN....

IFPS is pleased to announce its second global forum to be held at Fruit Logistica on the 9th of February 2012. The IFPS forum "Global Harmonization of Fresh Produce Standards" will be held during the trade fair in the Hall Forum, and is free to all Fruit Logistica attendees.

Several international speakers will update the global fresh produce industry on what is happening with respect to Food Safety, Product Identification and Supply Chain Information Management. I would like to thank Fruit Logistica for its support of this Forum and I look forward to meeting you in Berlin.

Tom Stenzel,
Chair IFPS, CEO United Fresh Produce Association, USA



TALK ABOUT

The forum is aimed at business directors and company managers involved in the global supply of fresh produce from grower to retailer and all points in between, including packhouse, logistics, warehouse, transport, and IT. The forum will include sessions on Food Safety, Product Identification and Supply Chain Information Management. For a full programme breakdown, please see:

www.IFPSglobal.com/forum

The forum will be conducted in English, with translation services available in French, German, Italian and Spanish.

PROGRAM & TIMETABLE FORUM

13.00 **Opening & Welcome**
T. Stenzel, Chair IFPS



45 MINUTES ON FOODSAFETY

13.10 **State of Food Safety Standardisation**
P. Hardman, Director Fruit South Africa;
Ph. Binard, Secretary General Freshfel



Can Standardisation and Harmonisation of Food Safety Standards Help the Fresh Produce Industry?

Producers and retailers alike agree on the benefit of consistent food safety standards. Although production and processing methods will vary for different commodities and regions, global standards would increase both food safety and efficiency in the global market for fresh produce.

13.25 **Tracking and Tracing in a Food Crisis**
J. Vooijs, Quality Manager FresQ,
Chair IFPS Food Safety Committee



Can a Transparent Tracking & Tracing System Protect the Industry From the Fall-Out of a Crisis like EHEC?

In Europe, the EHEC-crisis impacted the fresh produce industry far beyond the actual products implicated. Markets collapsed and profitability suffered throughout the supply chain. Could a fully transparent traceability system minimise a market crisis like this? As a member of the Dutch EHEC-crisis team J. Vooijs shares the Dutch experience learned from this crisis.

GLOBAL HARMONIZATION OF FRESH PRODUCE STANDARDS

45 MINUTES ON FOODSAFETY

13.40 Update on North American Produce Traceability Initiative

Christian Harris, Director of Business Development-Sourcing, C.H. Robinson Worldwide, Inc.

Keywords & Tags
SSCC, GTIN, Databar, Readable code, GS1



Creating Comprehensive Case Tracking Through Use of GS1 Standards

The North American fresh produce industry supply chain from grower to retailer is working together on the Produce Traceability initiative (PTI). Learn more about the PTI and its use of GS1 standards for identifying cases from initial packing to store-level delivery.

30 MINUTES ON PRODUCT IDENTIFICATION & CHAIN INFORMATION MANAGEMENT

14.00 Fresh Foods: Smarter, Safer, Fresher with GS1 DataBar

The GS1 DataBar can be used to place small barcodes on fresh produce items. Global retailers are implementing the technology on their point-of-sale for check-out. In this session learn how far retailers are in this process and how DataBar is being used in fresh produce? Topics will include new strategies such as Expiration Date Management, Automatic Markdowns and what's needed to implement GS1 DataBar in your chain.

Keywords & Tags
GS1, Databar, Global Location number, Global Trade Item Number



14.10 Connecting with Customers Through Data Standards

J. Stroeken, Groenten & Fruitbureau

Keywords & Tags
Databar, QR-code, Smartphones, GTIN, Scanning



How New Technologies Provide an Opportunity to Connect From the Farm Direct to the Consumer

The increasing use of DataBar and QR-codes in combination with smartphones gives us an opportunity to connect consumers directly from point of sale back to the grower. This will be a huge opportunity in marketing where standardisation plays a key role. J. Stroeken shares opportunities in the use of smartphones in fruit & vegetable marketing.

14.20 -14.30 Questions and Answers

This Forum has been set up for the benefit of all companies involved in the global fresh produce supply chain. In particular, we invite directors, senior executives and managers with responsibility for food safety, quality, logistics and transport management; and the IT systems that support the entire process from field to table. If you deal with food safety, product identification and supply chain information management, then this forum is for you.

SPONSORED BY

This Forum has been sponsored by:



ORGANIZATION

The following national produce associations are members of IFPS:

REGULAR MEMBERS

- United Fresh Produce Association
- Canadian Horticultural Council
- Fresh Produce Consortium
- United Fresh New Zealand
- Norges Frukt-og Grønnsaksgrossisters Forbund
- Canadian Produce Marketing Association
- Asociación de Exportadores de Chile
- Produce Marketing Association
- Frug I Com
- PMA-ANZ
- Horticulture Australia Ltd.
- Freshfel
- Fruit South Africa
- SHAFPE Southern Hemisphere Association of Fresh Fruit Exporters

ASSOCIATE MEMBERS

- GS1-Global

DO PRODUCE STANDARDS MATTER IN YOUR COUNTRY? IF SO, JOIN IFPS TODAY!

Contact: Nigel Jenney Email: membership@IFPSglobal.com

WE ESPECIALLY INVITE....

This Forum has been set up for the benefit of all companies involved in the global fresh produce supply chain. In particular, we invite directors, senior executives and managers with responsibility for food safety, quality, logistics and transport management; and the IT systems that support the entire process from field to table. If you deal with food safety, product identification and supply chain information management with respect to fresh produce, then this forum is for you.

ACCESS AND REGISTRATION

The Forum is free of charge for all attendees to Fruit Logistica 2012. Please confirm your attendance by registering on our website:

www.IFPSglobal.com/forum



BASIC INFO

Date: Thursday, 9th of Februari 2012, from 13.00 - 14.30.

Location The Hall Forum is placed between the halls 18/11.2 (Entrance "Kleiner Stern")

Translation services: in 4 languages namely: French, Italian, German and Spanish.

Fair info: www.fruitlogistica.com

Fair address: Messe Berlin GmbH

Event info: www.IFPSglobal.com/forum

FRUIT LOGISTICA
Messedamm 22
14055 Berlin
Germany