



Produce Traceability Initiative

Milestone 3: Provide GTIN Information to Buyers

Q: Who needs to communicate GTIN information?

A: Every seller needs to communicate the GTINs they will be shipping to their buyers. This will enable your buyers to store these numbers in their systems. Once this number is stored, it will be recognized when the buyer scans the barcode on the case containing the GTIN.

Q: What is data synchronization?

A: Generically speaking, data synchronization refers to the process of ensuring the information stored in the seller's database for a GTIN is the same information stored in the buyer's database for that same GTIN. If the databases are not in sync, then the expectation of what is ordered versus what is shipped could be different. In an automated environment, it is crucial that this does not happen as it will cause the automation process to come to an abrupt stop.

Q: Can we use GS1's version of data synchronization (the Global Data Synchronization Network or GDSN) or "1SYNC" to synchronize GTINs for the produce industry?

A: For produce items that (1) have a GTIN on the case *and* (2) have a unique number having a company-specific Company Prefix on the item, these items can participate in the GDSN process or 1SYNC. Without these two requirements, these items cannot use the 1SYNC process.

Q: How do we do simple data synchronization for the purpose of synchronizing GTINs as required within the PTI (in lieu of using 1SYNC)?

A: The Best Practices for this activity is now posted on the PTI website under Milestone #3.

Q: Do I need to communicate GTINs for products that are not mine, but that I might ship to my buyers in the event I am out of inventory?

A: Please review the Best Practices for Internal Substitutions and the Best Practices for External Substitutions found on the PTI website www.producetraceability.org under the Resources and Tools tab under the section entitled Best Practices.

Q: When do I need to synchronize my GTINs with my buyers?

A: Those required to communicate GTIN information to their buyers need to do so by the 3rd quarter of 2009 to meet the deadline for this PTI milestone.