PTI – Who Requires It

- Whole Foods
- Trader Joe's
- Wegmans
- Safeway
- Walmart
- Sam's Club
- Aldi
PTI – The Basics

• PTI is whole chain traceability.
• Driven by
  – United Fresh Produce Association (United Fresh)
  – Canadian Produce Marketing Association (CPMA)
  – Produce Marketing Association (PMA)
  – GS1: ‘neutral, not for profit’ international organization that maintains organization of barcodes
• Accepted industry standard, where retailers set final label requirements.
PTI – Label Requirements

• The Nitty Gritty

  – **GS1 Prefix**: Unique number that identifies a specific organization.

  – **GTIN**: Global Trade Identification Number. Combination of GS1 Prefix and unique produce code assigned through GS1.

  – **Batch or Lot Number**: Farmer specific number assigned to produce.

  – **PTI Voice Pick Code**: Number generated to be readable by humans that is representative of the GTIN and lot number.
PTI – Label Requirements

• Basic PTI only calls for:
  – GTIN
  – Lot Number
  – Voice Pick Code
PTI – Label Requirements

• Customer Sets the Expectation
  – RT Customer A Requires
    • Basic PTI label requirements on master case and
    • Stock keeping unit (SKU) barcode
  – RT Customer (Whole Foods) Requires
    • Basic PTI label requirements on 4x2 label and
    • Commodity and pack style printed in human readable text
    • Shippers name and address
    • Country of origin
PTI – Whole Foods complaint label

Whole Foods Requires

- Basic PTI label requirements and
- Commodity and pack style printed in human readable text
- Shippers name and address
- Country of origin

(01)00856326001357(10)NGFN
Is there a problem??
Is There A Problem??

• **WFM Knows:**
  – Who sent in product
  – Lot Code
  – Someone is sick

• **Red Tomato:**
  – Contacts Customer – everyone is ok.
  – Research in system who product is likely from
  – (that there are reported cases of a 24 hour flu like bug in Boston)

• **Grower Knows**
  – Product from the same lot was shipped to other customers – no reported problem.
  – Temps and storage were normal.
USDA Local Food Promotion Program Planning Grant

- How hard is PTI compliance?
- What else can it do for us?
On Farm Implementation

• Can be Simple
  – Labeling Software
  – GS1 subscription
  – Lot coding system
  – Printer and labels.
On Farm Implementation

• **Cost:**
  – $.10 - $.15/case
  – Software and Hardware
  – GS1 Prefix

<table>
<thead>
<tr>
<th>Number of GTINs</th>
<th>Initial Fee</th>
<th>Annual Renewal Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 10</td>
<td>$250</td>
<td>$50</td>
</tr>
<tr>
<td>1 – 100 (RT HERE Pre-PTI)</td>
<td>$750</td>
<td>$150</td>
</tr>
<tr>
<td>1 – 1,000 (RT HERE with PTI implementation)</td>
<td>$2,500</td>
<td>$500</td>
</tr>
<tr>
<td>1 – 10,000</td>
<td>$6,500</td>
<td>$1,300</td>
</tr>
<tr>
<td>1 – 100,000</td>
<td>$10,500</td>
<td>$2,100</td>
</tr>
</tbody>
</table>
PTI Additional benefits.

- FSMA compliance?
- Marketing value add
If you want to wholesale it – put a label on it

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PTI/LFPP – On Farm Implementation

• Tier 2 – Semi digitization
  – Everything mentioned before AND
  – Traceability/Inventory management software
  – Handheld label printing device
  – Offline device to store bin data
  – Handheld barcode scanner
PTI – The Basics

• PTI style tracking can be used through supply chain.
• Accepted industry standard, where retailers set final label requirements.