

## Food traceability trends and requirements: seminars from GS1 NZ

Food traceability is a growing topic that is certain to become bigger and more important in the foreseeable future. The European food laws with their stringent requirements are well known and in August the Chinese Government released its Regulation 337 that marks the beginning of similar criteria for food products sold in that market. Meanwhile the elections have delayed the passage of our own Food Safety Bill but that will no doubt make its way through Parliament within twelve months.

GS1 New Zealand and GS1 Germany are cooperating to run half-day seminars in eight New Zealand cities between 30 October and 7 November this year to acquaint the food industry with the evolving situation domestically and internationally. Speakers from GS1 NZ will update participants on the current and future situation and on available solutions to fulfil requirements. As well two major technical service providers will explain how their products help to achieve supply chain visibility.

One of the systems showcased will be fTrace the platform that supports Germany's Metro supermarkets where shoppers buying fresh fish can learn when and where the fish was caught, by what vessel and even what equipment was used in the catch. fTrace is now widely used throughout Europe and beyond including in New Zealand. Also represented will be Australian-based SHPING (previously known as Authenticateit) that provides traceability support throughout Asia and Russia.

### Locations

Mon 30 Oct: 8.30am Tauranga

3pm Hamilton

Tue 31 Oct 8.30am Auckland (north of the bridge)

1.30pm Auckland (south of the bridge)

Wed 1 Nov 8.30am Wellington

Thu 2 Nov 8.30am Hastings

Friday 3 Nov 8.30am: Nelson

Mon 6 Nov 8.30am Dunedin

Tue 7 Nov 8.30am Christchurch

Fee for the half day is \$75. .

To register: <http://www.gs1nz.org/index.php?cid=881>

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GS1 New Zealand in conjunction with GS1 Germany is running a series of seminars to provide you with an insight into the evolving traceability environment within New Zealand and globally, including the new Chinese regulations that portend what's coming worldwide.

## The seminars offer:

- An overview of the national and global traceability landscape.
- Need-to-know information on current requirements both domestically and offshore including the 2017 Chinese traceability regulations.
- An update on the tools and standards necessary for traceability best practice.
- An opportunity to rub shoulders with service providers from New Zealand, Australia and Europe.

## Speakers:

- Nick Allison, GM Government GS1 New Zealand will update you on the national and global traceability scenarios and the new Chinese regulations.
- Mark Zeller - Chief Operating Officer of fTRACE GmbH - will showcase fTRACE, a full supply chain traceability solution used by international FMCG retailers and brand owners in more than 25 countries.
- Gennady Volchek - founder and CEO of SHPING (previously Authenticateit). He or one of his team will talk about SHPING - the first-of-its-kind cloud-based brand protection and marketing platform servicing clients worldwide. The company has recently opened in Singapore, China and Russia from its Melbourne HQ.
- Owen Dance, Manager Quality Services from GS1 New Zealand will bring you up to date with what GS1 standards can do for you, their linkage to HACCP, ProductRecallNZ and the GS1 Global Traceability Standard.