GS1 US Industry Initiatives 2024 Year in Review

In 2024, the industry initiatives continued to foster healthy and resilient supply chains despite the challenges posed by rapidly changing market conditions, increasing customer demands, and market volatility. Advances in technology, such as 2D barcodes and RFID, have become valuable tools for GS1 US® member companies to achieve robust supply chain visibility. This visibility is crucial for effective inventory management, traceability, and sustainability. To maintain high-performing supply chains, industry partners are working harder than ever to strengthen communication and visibility within their increasingly interconnected supply chains. This enhanced visibility allows companies to adapt to market changes, meet customer requirements, and ensure the smooth operation of the supply chain.

In 2024, GS1 US commemorated 50 years since the monumental debut of the first barcode scan, marking a pivotal moment in retail history. We thank you and your organization for your dedication, participation, and leadership in our industry initiatives, including developing best practice guidance, implementation support tools, and cross-functional problem-solving sessions, which have reinforced the long-term value of the unique identification of products and locations. Together, we continue to drive progress and facilitate meaningful advancements that will shape the next 50 years and beyond in retail and supply chain.

The strength of GS1 US lies in its members. Companies and individuals like you, who invest their time, energy, and passion for the greater good of industry-wide global solutions, are the driving force behind GS1 US. GS1 US collaborates closely with stakeholders across four key industries: Apparel and General Merchandise, Foodservice, Healthcare, and Retail Grocery. This summary highlights our collective achievements over the past year and the significant contributions of our members across all industry initiatives. The industry prioritizes the work done within these initiatives. Currently, the most important areas of focus are:

- Applying GS1 Standards with a goal of meeting trading partner requirements in the focus areas of "find, buy, trace, fulfill, and reuse"

- Leveraging the investment in GS1 Standards in support of regulatory activities and compliance

- Sharing our knowledge and industry-developed best practices

- Enhancing awareness, adoption, and use of GS1 Standards for supply chain visibility, including traceability, inventory management, and sustainability

- Building confidence in the quality of data associated with GS1 Standards

Advancing global standards at scale to reduce friction for both supply- and demand-side organizations is a crucial part of our mission. Continue reading to discover what we have achieved and made possible over the past year.

CROSS-INDUSTRY HIGHLIGHTS

- ✔ GS1 US-hosted events
  - Three-part webinar series: Back to Basics for Supply Chain Visibility
  - Two-part workshop series: The 2D Barcode Transformation and How to Prepare
  - Innovation Summit 2024: Believe the AI Hype: Exploring the Realities and Opportunities of AI in Supply Chain

- ✔ 50th "Scanniversary" summary of success
  - 1,000+ earned media stories
  - 670+ television segments
  - Features in *The Wall Street Journal, Forbes*, "CBS Evening News," Morning Brew, Yahoo!, and more

- ✔ Produced a series of advocacy videos with key partners and industry players, including
  - McDonald's and Golden State Foods Partner to Build Supply Chain Resiliency for the Future
  - How the GS1 Registry Improves Product Data Quality for Amazon
  - Wegmans Powers Customer Experiences and Food Traceability with 2D Barcodes
  - Mars Wrigley Powers Customer Delight Through Enhanced Data Quality
  - Mars Wrigley Leverages GS1 Standards to Power Data Quality and Sustainability
  - AD Print+ Brings Connected Experience to Ship Bottom Brewery Customers using 2D Barcodes

- ✔ Created Enable a More Visible Supply Chain with GS1 US and Connect the Dots between Traceability and Inventory Visibility videos.

- ✔ Partnered with media brands Inc., Fast Company, Supply Chain Dive, and others to drive awareness, build relevancy of GS1 Standards, and contribute to initiative members' success through thought leadership
  - Fast Company: Innovation Festival Panel Recap
  - Agriculture Dive: FDA traceability rule: What food companies must know about looming new requirements
  - Fortune: Scanning the horizon: A barcode breakthrough is reshaping the supply chain landscape
  - Inc.: Innovative Breakfast Brand Makes Barcoding a Key Part of Retail Readiness Plan: GS1 barcodes help Yishi Foods meet their customers in the grocery aisle
  - Supply Chain Dive: Data: The backbone of the modern supply chain
  - Supply Chain Dive: From waste to profit: How upcycling and re-commerce improve growth and the environment
  - Agriculture Dive: Digital agriculture: How IoT, digital twins and AI are shaping the future of farming
  - NACS Magazine: Scanning the Horizon: Take Steps Today To Prepare For the Barcode Evolution

GS1 CONNECT 2024 SESSION HIGHLIGHTS

Noteworthy sessions from each industry track include:

Cross-Industry
- Stronger Together: Advancing Supply Chain Visibility by Learning From Each Other
- The Future Is Now: 2D Barcodes, From Aspiration to Implementation

Apparel and General Merchandise
- Footprints and Fingerprints: How Automation Is Optimizing Supply Chain Operations
- Reinventing Retail With 2D Barcodes
- Tackling Loss Prevention With the Help of Advanced Data Carriers

Foodservice
- Preparing for FSMA Rule 204 With Help From the U.S. FDA
- Adopting 2D Barcodes and RFID Requires Adapting
- The Power of AI: Enhancing Online Commerce With GDSN®

Healthcare
- The Untapped Value of Accurate Item Master Data in Hospitals
- Reaching Critical Mass in DSCSA: The Realities of Stabilization
- The Key to Interoperability in Healthcare? Location, Location, Location!

Retail Grocery
- Data Governance as Your Compass to Transparency and Traceability
- Building Blocks for Reaching New Heights in Data Management
- Preparing for FSMA Rule 204: What Small- to Mid-Sized Organizations Need to Know

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- Food Dive: Are your trading partners prepared for FSMA Rule 204 amid industry shifts?
- Fast Company: How 2D barcodes powered by GS1 are revolutionizing the shopping experience
- Fast Company: Sustainability: Why circularity solutions are a supply chain imperative

- ✔ Released "Delivering the next-generation barcode" e-brief with MIT Technology Review.

- ✔ Produced 27 episodes of the "Next Level Supply Chain with GS1 US" podcast to illuminate topics in the supply chain industry such as 2D barcodes, artificial intelligence, automation, and more! The show is currently #10 on FeedSpot's 60 Best Supply Chain Management Podcasts.

Together, we are stronger. Our industry membership, including your contributions, empowers us to address complex challenges effectively. GS1 US remains committed to standards excellence, continuously innovating with your organization to build more efficient and interoperable supply chains now and in the future.

Here's to an exciting 2025 and the many opportunities the year will bring!

Foodservice GS1 US Standards Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:

  - WFF: Women's Foodservice Forum
  - Golbon Spring Conference & Awards
  - FoodLogiQ User Group
  - Salsify Digital Shelf Summit
  - DOT Foods Innovation Conference
  - Conexxus Annual Conference
  - Food Safety Summit
  - AFDO
  - IAFP Annual Meeting
  - PTI Leadership Semiannual Meetings
  - PSO Semiannual Meetings
  - IFDA Smart Conference
  - IFMA Sales & Marketing Conference
  - IFDA Solutions Conference
  - CSCMP Conference: EDGE
  - NACS Conference
  - 1871 Supply Chain Summit

- Enhanced awareness through media coverage with **909** stories and mentions on topics focusing on food safety, FSMA Rule 204, the Food Industry FSMA 204 Collaboration, food traceability, QR Codes powered by GS1, Scanniversary, product information transparency, and supply chain visibility featured in outlets including *Cheddar*, CBS National and Local (more than 490 segments), *Forbes, Bake Magazine, Fast Casual, Food Safety Magazine, QSR Web, Modern Restaurant Management, Food Engineering* and more.

- GS1 US traceability experts hosted eight "Preparing for FSMA Rule 204: Hands-On Workshops." These sessions addressed challenges in participants' implementation journeys and provided insights on tracing tomatoes from farm to fork, sharing traceability information with trading partners and regulators.

FSMA RULE 204 REGULATORY REQUIREMENTS

To help industry prepare for FSMA Rule 204 requirements, The Joint Industry FSMA 204 Workgroup met throughout the year to discuss how to help industry meet requirements and produce content including:

- FSMA Rule 204 Implementation Toolkit

- Retail Grocery and Foodservice Application of GS1 System of Standards to Support FSMA 204 (updated)
- FSMA Rule 204 Executive Summary
- GS1 US Global Location Number Recommendations for FSMA Rule 204
- GS1 US EDI Recommendations for FSMA 204 Critical Tracking Events
- Mapping Critical Tracking Events (CTEs) and Key Data Elements (KDEs) to GS1 Standards (updated)
- Dot Foods: Improving Receiving and Meeting Regulations with GS1 Standards
- GS1 US EPCIS Recommendations for FSMA 204 Critical Tracking Events

SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES

- Data Framework for Interoperable Electronic Traceability for Deforestation-Free Cattle In Brazil
- GS1 US Foodservice Recommended GDSN Trade Item Attribution (updated)
- Food Industry Guidance for Streamlining Your Logistics Labels (updated)

GS1 Healthcare US Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

• Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:

  • National Pharmacy Forum
  • HDA Distribution and Management Conference
  • Drug Information Agency Global Labeling in the U.S.
  • ASCM
  • IDN Healthcare Summit
  • HDA Traceability Seminar
  • SMI Spring Conference
  • Global Track and Trace
  • AHRMM Annual Conference
  • AHRMM UDI Conference
  • The Axia Institute Value Chain Summit/Go Green Hackathon
  • SMI Fall 2024 Forum
  • 39th GS1 Healthcare Global Conference
  • AHRMM Regional Conference
  • 2024 Symposium on Public Health Strategies for Combating Substandard and Falsified Drugs
  • NABP Serial Number Decommissioning Workshop

• Enhanced awareness through media coverage with **503** stories and mentions on topics focusing on DSCSA, QR Codes powered by GS1, Scanniversary, supply chain visibility/resilience, RFID in healthcare, and data quality featured in outlets including *Healthcare IT News*, CBS National and Local (more than 490 segments), *RFID Insights, Pharma Manufacturing, Drug Development & Delivery* and more.

ENABLING SUPPLY CHAIN VISIBILITY AND MEETING REGULATORY REQUIREMENTS

  • Implementation Guideline: Applying GS1 System of Standards to Pharmaceutical Chain of Custody (updated)
  • Frequently Asked Questions by the Pharmaceutical Industry in Preparing for the U.S. DSCSA (updated)
  • Best Practice Guidance for Associating EPCs When There are Multiple Business Transaction Types
  • Best Practice Guidance for Transition Inventory for November 2023 DSCSA Requirements
  • How to Translate a GLN into a SGLN
  • Errata for GS1 US Implementation Guideline: Applying GS1 Standards for DSCSA and Traceability Release 1.2
  • GS1 Schemas for U.S. Healthcare EPCIS R1.2
  • GS1 Schemas for U.S. Healthcare EPCIS R1.3

PROMOTING THE VALUE OF UNIQUE IDENTIFICATION AND QUALITY DATA

  • The Barcode Dilemma: Uncovering Challenges and Opportunities to Increase Hospital Barcode Scanning for Enhanced Visibility
  • Cencora: Reaching a New Level with Automated Item Set Up

GS1 US Retail Grocery Initiative ▸

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:
  - FoodLogiQ User Group
  - Salsify Digital Shelf Summit
  - RFID Journal Live
  - Conexxus Annual Conference
  - Food Safety Summit
  - AFDO
  - Consumer Goods Forum
  - Specialty Food Association - Summer Fancy Food Show
  - IAFP Annual Meeting
  - PTI Leadership Semiannual Meetings
  - PSO Semiannual Meetings
  - IFT Annual Event & Food Expo
  - FMI Supply Chain Forum
  - CSCMP Conference: EDGE
  - NACS Conference
  - Groceryshop
  - IFPA Global Produce & Floral Show
  - Industry Coupon Conference (ACP)
  - 1871 Supply Chain Summit

- Enhanced awareness through media coverage with **909** stories and mentions on topics focusing on food safety, FSMA Rule 204, the Food Industry FSMA 204 Collaboration, food traceability, QR Codes powered by GS1, Scanniversary, Sunrise 2027, product information transparency, and supply chain visibility featured in outlets including *The Wall Street Journal*, CBS National and Local (more than 490 segments), *Forbes, Supermarket Perimeter, Food Safety Magazine, Convenience Store News, The Packer, Produce Market Guide* and more.

- GS1 US traceability experts hosted eight "Preparing for FSMA Rule 204: Hands-On Workshops." These sessions addressed challenges in participants' implementation journeys and provided insights on tracing tomatoes from farm to fork, sharing traceability information with trading partners and regulators.

FSMA RULE 204 REGULATORY REQUIREMENTS

- To help industry prepare for FSMA Rule 204 requirements, The Joint Industry FSMA 204 Workgroup, including the kickoff of a new retailer subgroup, met throughout the year to discuss how to help industry meet requirements and produce content, including:
  - FSMA Rule 204 Implementation Toolkit
  - Retail Grocery and Foodservice Application of GS1 System of Standards to Support FSMA 204 (updated)
  - FSMA Rule 204 Executive Summary
  - GS1 US Global Location Number Recommendations for FSMA Rule 204
  - GS1 US EDI Recommendations for FSMA 204 Critical Tracking Events
  - Mapping Critical Tracking Events (CTEs) and Key Data Elements (KDEs) to GS1 Standards (updated)
  - Dot Foods: Improving Receiving and Meeting Regulations with GS1 Standards
  - GS1 US EPCIS Recommendations for FSMA 204 Critical Tracking Events

SUPPLY CHAIN VISIBILITY AND OPERATIONAL EFFICIENCIES
  - Wegmans Food Markets Implement GS1 Standards With Wholechain for Seafood Traceability

GS1 US Apparel and General Merchandise Initiative ▶

INDUSTRY ADVOCACY AND THOUGHT LEADERSHIP

- Attended and/or co-presented sessions with industry partners at several industry events and meetings, including:

  - RFID Journal Live
  - Dillard's New Vendor Summit
  - Retail Industry Leader's Association Conference
  - Groceryshop
  - Shoptalk Fall
  - Retail Value Chain Federation
  - Shoptalk spring
  - Refashioned meet-up
  - Global Footwear and Apparel Traceability Summit in conjunction with the University of Oregon

- Enhanced awareness through media coverage with **888** stories and mentions on topics focusing on claims compliance, RFID retailer mandates, RFID adoption, TDS 2.0, QR Codes powered by GS1, Scanniversary, Sunrise 2027, and product information featured in outlets including *Forbes, The Wall Street Journal,* CBS National and Local (more than 490 segments), *Chain Store Age, Fashion United, RFID Journal, Supply Chain Xchange*, "Conversations on Retail" podcast, and more.

ENABLING SUPPLY CHAIN AND INVENTORY VISIBILITY

- Best Practice Guideline for Exchanging Product Images and Attributes (PIDA) (updated)
- Apparel & General Merchandise: Implementation Guideline (updated)
- What Is RFID Technology, and How Does It Work? (new!)
- RFID Powered by GS1 Standards (new!)

LEARN MORE ABOUT OUR INDUSTRIES BELOW AND VIEW THE LIST OF OUR INITIATIVE MEMBER COMPANIES:

Foodservice

Retail Grocery

Healthcare

Apparel and General Merchandise

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