



INVITATION

FRUIT LOGISTICA
MEET US AT...
9-11 FEBRUARY 2011
WEDNESDAY-FRIDAY



FRUIT LOGISTICA BERLIN
HALL FORUM
Thursday 10 February 2011, 13.00 - 14.30 hrs

FIRST GLOBAL IFPS FORUM

GLOBAL HARMONIZATION OF FRESH PRODUCE STANDARDS

MEET, NETWORK & LEARN....

IFPS is pleased to announce their first global forum to be held at Fruit Logistica on the 10th of February 2011 and I have the pleasure of inviting all fresh produce professionals to attend.

This forum, "Global Harmonization of Fresh Produce Standards", will be free to all Fruit Logistica registered attendees in Berlin. Six international speakers will be there to 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 acknowledge Fruit Logistica's support for this Forum and I look forward to meeting you in Berlin.

Dr. Hans Maurer, Chair IFPS

30 MINUTES 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 is three 30 minute sessions on the following topics:

- Food Safety
- Product Identification
- Supply Chain Information Management

You are welcome to attend the whole forum, or just the session that is of interest to you. 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

- 12.30 **Arrival**
- 13.00 **Opening & Welcome**
Dr. H. Maurer



30 MINUTES ON FOODSAFETY

Global Harmonization of Good Agricultural Practices
Dr. D. Gombas (USA - Senior Vice President, Food Safety & Technology, United Fresh Produce Association)

Building efficiency for growers and retailers through harmonized GAP audits.



tag

GAP, GlobalGAP, GFSI, Good Agricultural Practices

IFPS-GS1 Traceability Guidelines in Practice

J. Proctor (CANADA - VP Canadian Produce Marketing Association)

Experiences with the implementation of IFPS-GS1 Traceability Guidelines in the Product Traceability Initiative.

tag

GS1, SSCC, GTIN, Product Traceability initiative, E-spring



30 MINUTES ON PRODUCT IDENTIFICATION

Update on Product Identification around the globe

E. Treacy P. Eng. (USA - Vice President, Supply Chain Efficiencies, Produce Marketing Association)

The challenges in integrating PLU-coding and Global Trade item Numbers in a scannable code like Databar.



tags

PLU-codes, GTIN, Databar, Readable code

GLOBAL HARMONIZATION OF FRESH PRODUCE STANDARDS

30 MINUTES ON PRODUCT IDENTIFICATION

Global Product Classification

Drs. H. Geelen (NETHERLANDS, The Greenery, Chair Frug I Com - GSI working group fresh standard)

The challenges and opportunities for Fresh Produce in using the GPC in purchase and trade.

tag
Global Product Classification,
GPC, GDSN, GTIN, Dataquality,
Category Management



30 MINUTES ON CHAIN INFORMATION MANAGEMENT

Development of a Global Cultivation Message

Ir. H. van Dijk (NETHERLANDS, Royal Fruitmasters, Chair Frug I Com Working Group CTM)

Update on the development of a new GSI Message for sharing cultivation information within the chain.

tag
GSI Cultivation Message,
Location, GLN, Delivery
Cultivation Method,
Pesticides, Treatments,
Laboratory, Quality,



eSporing: Chain Information Management in practice

O. Østebø (NORWAY, Generalsekretær Norges Frukt- og Grønnsaksgrossisters Forbund)

Having the most traceable foodchain is the target for the Norwegian Fresh Produce Chain.

tag
Sustainable, Tracking & Tracing,
GSI standards.



14.25 **Closing Remarks**
Dr. H. Maurer

SPONSORED BY

This Forum has been sponsored by:

FRUIT LOGISTICA
BERLIN, 9-11 FEB 2011



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.

MEMBERS OF IFPS

The following national produce associations are members of IFPS:

- Asociacion de Exportadores de Chile
- Canadian Horticultural Council
- Canadian Produce Marketing Association
- Freshfel (EU)
- Fresh Produce Consortium (UK)
- Frug I Com (Netherlands)
- Fruit South Africa
- Horticulture Australia Ltd
- Norges Frukt- og Grønnsaksgrossisters Forbund (Norway)
- Produce Marketing Association (US)
- United Fresh (New Zealand)
- United Fresh Produce Association (US)



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

Contact: Nigel Jenney Email: membership@IFPSglobal.com

ABOUT IFPS

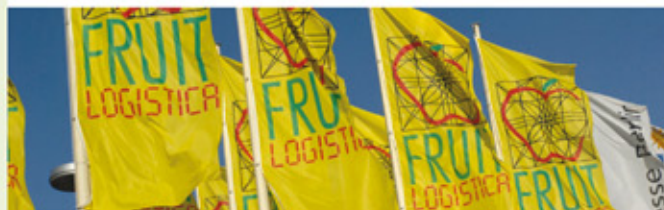
The International Federation for Produce Standards (IFPS) is composed of national produce associations from around the globe. The long term objective of the Federation is to improve the supply chain efficiency of the fresh produce industry through developing, implementing and managing harmonised international standards.

The Federation constitutes a global forum to address issues related to international harmonization or standardisation in the fresh produce industry, and is the first incorporated body consisting of national organisations providing direct representation of their respective countries' industry membership.

ACCESS AND REGISTRATION

The Forum is free of charge for all attendees to Fruit Logistica 2011. Please confirm your attendance by registering on our website:

www.IFPSglobal.com/forum



BASIC INFO

Date: Thursday, 10th of February 2011, from 13h00 - 14h30.

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

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