



Development of a Global Cultivation Message

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Süchtling Plattform AG - Karlsruherstraße



INTRODUCTION

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Henk van Dijk

- **IT Manager Royal Fruitmasters Group**
- **Member of Working Group Standards Frug I Com**
- **Chairman Working Group Data-Synchronisation**
- **Member Working Group GS1 DAS**
- **Chairman Working Group Cultivation Message**

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CULTIVATION MESSAGE

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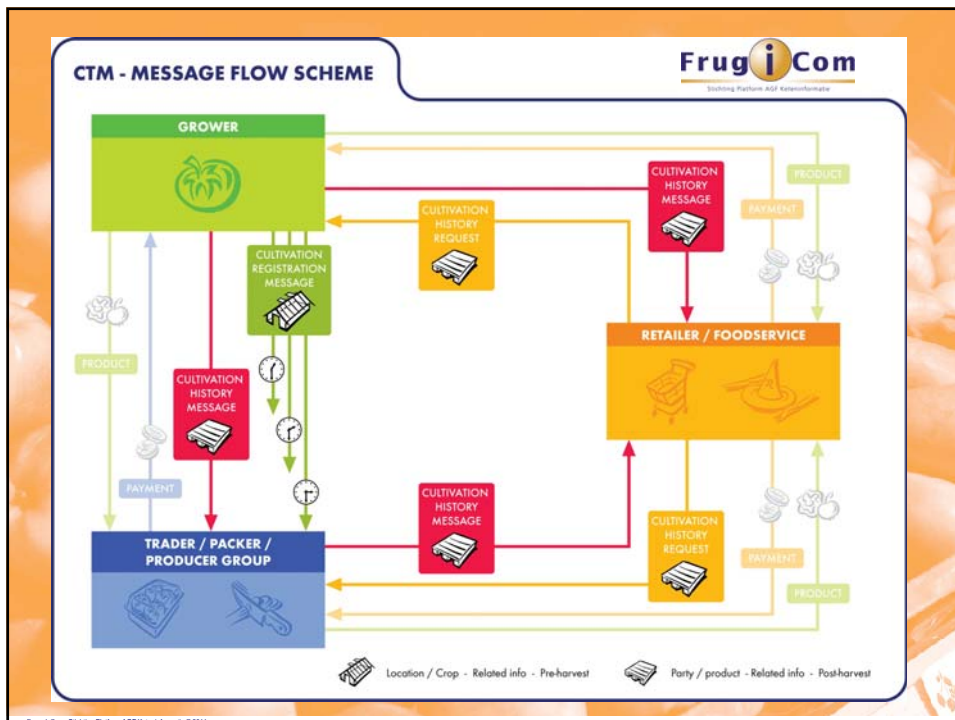
Importance Cultivation Information increases due to:

- ❑ Demands/specs Customers related to Food Safety
- ❑ Legislation related to Food Safety
- ❑ Influence on market and market price





PARTNERS







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CULTIVATION MESSAGE **Frug i Com**
Stichting Platform AGF Kennisinformatie

 **LOCATION / CROP RELATED INFO PRE-HARVEST** **OR**  **PARTY / PRODUCT RELATED INFO POST-HARVEST**

ABOUT

LOCATION	PRODUCT	TREATMENTS	DELIVERY	QUALITY
		 		
<ul style="list-style-type: none">• LOCATION ID or GLN• M2	<ul style="list-style-type: none">• PRODUCT-TYPE or GPC• CULTIVATION METHOD• PERIOD	<ul style="list-style-type: none">• WHEN• WHAT	<ul style="list-style-type: none">• BATCH ID• GTIN• ADDITIONAL TRADE-INFO	<ul style="list-style-type: none">• CERTIFICATE (GLOBAL GAP, BRC, ETC.)• LAB RESULTS

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DEVELOPMENT PROCES

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CURRENT STATUS

<input type="checkbox"/> Requirements analysis	finished
<input type="checkbox"/> Functional/technical concept	finished
<input type="checkbox"/> Pilot 1: Grower → Fruitmasters	in progress
<input type="checkbox"/> Pilot 2: Point of sale → retailer	starting up
<input type="checkbox"/> Publication	

Working on different plans voor implementation with
retailers and traders, national and international!

Maintenance and further development in
association with the IFPS Committee on Chain
Information Management



Join us..

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SMART


JOIN US

QUESTIONS?

NOW OR LATER INFO@FRUGICOM.NL

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