



Anecoop Traceability Implementation Case Study





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ANECOOP – Leaders in traceability of fresh fruit

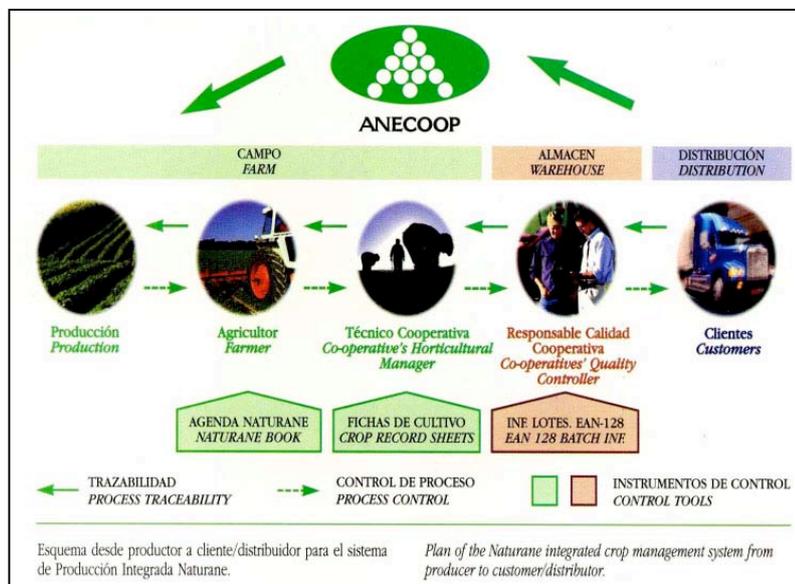
The noteworthy evolution of Anecoop, a key player in the area of fresh produce traceability throughout the supply chain.

Background

Anecoop was founded by a group of cooperatives in 1975 to enable the commercialization of fresh products in the Spanish agricultural industry. Citrus products are its core business; they handle over 54% of Spain's exports. They are market leader in the sale of fresh fruit and vegetables, including citrus, soft fruits, vegetables, salads, wine, grape juice, oil and preserved fruit and vegetables, marketed under various brand names. Representing the Spanish farmer, Anecoop has over 99 cooperative members, located in Spain's major agricultural areas.

The "naturane" System – An Internal Solution

The naturane system was developed in response to growing consumer demand for natural, ecologically friendly, high quality, safe, fresh produce. Fruits and vegetables grown using the naturane system are developed under Anecoops' Integrated Crop Management Procedures, including the HACCP (Hazard Analysis Critical Control Points) and an internal quality system including a set of instructions covering quality, service, product, process, cost and customer demands. This integrated crop management farming system is based on respect for nature and the environment. The use of fertilizers and insecticides is closely monitored and they are used sparingly. The system takes special care to allow for the planting of a variety of offerings, using organic products and irrigation systems. Naturane is applied from field to packinghouse, to retail distribution where the application of specification and quality systems continue throughout the supply chain. Naturane was the first private scheme to be benchmarked by the EUREPGAP, "Fruits and Vegetables" Normative Document.



The naturane process scheme



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Why Traceability is so important

Anecoop realized the need for using internationally accepted business standards in order to overcome external barriers, such as local or company requirements. Due to European traceability legislation, the time had come to implement an efficient food safety management process within the naturane system to control and improve the current internal systems. In order to improve accuracy and speed of access through automatic data capture, electronic data processing and electronic communications, Anecoop decided to develop an automatic traceability system applying the GS1 System.

Implementing the GS1 System

In 1998-1999, Anecoop created and implemented a catalogue of fruits and vegetables using the Global Trade Item Number (GTIN), EAN-13 and EAN-14 data structures to code retail, consumer unit items and the GS1-128 bar codes for identification of fresh produce trade and logistic units to meet retailer demands. Anecoop implemented the system by using the recommendations of the GS1 International Fresh Produce Traceability Guidelines.

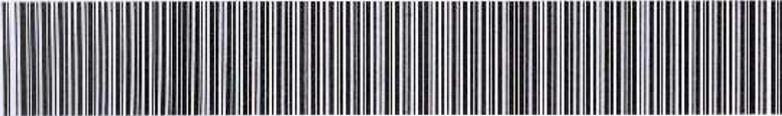
In 2000, Anecoop developed and implemented a system to trace back citrus fruit based on GS1-128 barcodes, automatic data capture and radio frequency, hand-held scanners for the traceability of pallets and boxes. The pilot was tested in 3 cooperatives located in the Valencia production area, with the aim of implementing the system in the production centres located in Spain. Anecoop has already extended the system to 15 additional cooperatives and in the next year, 10 additional member cooperatives will implement the system.



An example of GS1-128 for pallet identification.



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		ANECOOP S. COOP. Monforte 1, ENTLO - 46010 Valencia (España)			
SSCC: 284122760000140223					
PRODUCT ORANGE		ORIGIN SPAIN			
VARIETY LANE LATE		PACKAGING GIRSAC 7 x 2 Kg			
N° EAN 8412276331405	BOX N° 44	SIZE 3/4 (77 - 92)mm	PALLETITATION 4 x 11		
SUPPLIER 0342		LOTE N° 2904			
 (02)36412276331406(20)01(92)0146(93)0005(37)0044					
 (00)284122760000140223(414)8412276003425(10)2904					

Application Identifiers (AIs) indicating:

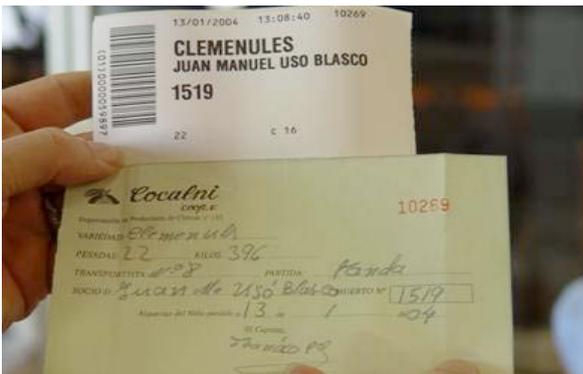
- AI 02: GTIN of Trade Items Contained in a logistic unit
- AI 20: Product variant
- AI 92 & AI 93: Company internal information
- AI 37: Count of trade items contained in a logistic unit
- AI 00: SSCC (Serial Shipping Container Code)
- AI 414: Identification of a physical location GS1 Global Location Number (Anecoop's packinghouse)
- AI 10: Batch or lot number



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Packhouse receiver inputs hand-written information received from the delivery into the computer system



A label is created from the system input and the human-readable label is replaced.



The label is affixed to the pallet ready to continue the process into the packinghouse.



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Benefits

Implementing the GS1 System has improved Anecoop's product identification (EAN-13 and EAN-14) and tracking and tracing capabilities (GS1-128). The system is not only a traceability tool but is also becoming an instrument for managing the cooperative. The traceability system is integrated into the cooperatives management system. Each packinghouse is equipped with an internal database. The traceability system is integrated into the internal managing software. All the internal data such as field identification, grower identification; field location etc is linked into the database.

The system is also related into the machinery system, (i.e. the pre-calibration line). This way, the information from the machine can also be used by the traceability system. The software has the possibility to be also applied for the field chemical application instructions as it is showed in the picture bellow.

It is now easy to determine information important for managing the packinghouse such as the following:

- Harvest dates (pesticide application information is easily obtainable)
- Control of fruit entrance
- Control of fruit stock: cold rooms and degreening rooms
- Information on productivity of the packinghouse (i.e. number of kilos of fruit dumped into the line compared to the end amount of packed fruit and fruit removed)

As a result of the above, Anecoop and their cooperatives enjoy cost savings.

Conclusion

ANECOOP, an early adopter in the field of fresh produce traceability, embraces global standards. To ensure full supply chain traceability of fresh fruits and vegetables, accurate and timely records must be maintained at each point within the supply chain.

For more information about Anecoop, please contact info@anecoop.com.

For more information about Fresh Product Traceability, please visit our website at www.gs1.org. Contact GS1 Spain at info@aecoc.es



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