

# Affordable protection for Australia's berry brands

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GS1 authorised barcode numbers are crucial for members of the Australian berry industries to use to protect their brand. A new low-cost pricing model has just been released for small growers.

Keeping your products and your brand safe is mission critical for berry growers. Increased risks of food fraud, counterfeiting and recalls have become more rampant within Australia and across the globe than ever before.

Australia's fresh fruit industry produces over 1.47 million tonnes of fruit, valued at over \$4.7 billion\*. To protect their investment, berry growers are looking for ways to achieve greater business security with minimal cost and disruption.

GS1 Australia, the barcoding company, has introduced an affordable option for small to medium companies, delivering economical brand protection through trusted and unique-to-farm barcode numbers at only \$39 each. These not only provide product identification but also deliver strong brand awareness, sales data and supply chain visibility, amounting to greater brand protection for the individual farms' brand.

## Combat risk with trust

Generic barcode numbers, i.e. those that are also used by other companies in the same industry for the same sized pack of fruit or purchased from an unauthorised source, are no longer effective for safeguarding brands in the modern supply chain. Financial loss can be experienced due to rejections by retailers actioned using just the 'industry' barcode number, products removed from retail shelves due to a recall (even if your product is not affected) unnecessary re-labelling and re-packaging.

Unauthorised barcode numbers can also create confusion in the market and disrupt the functioning of supply chains, both locally and overseas.

## Secure your future

Barcode numbers issued by GS1 Australia are unique, authentic, accurate and based on current global standards, opening the door for possibilities including future expansion and growth to other markets without the need for new packaging.

Product sales are seamless, anywhere in the world. GS1 barcodes reduce the need to have separate barcodes and labels for other markets. Providing growers with one, consistent, global identification number that can be tracked, sold, queried and scanned anywhere across the globe. The fact that it can be verified as belonging to the grower/packer/brand owner delivers greater confidence and brand protection.

A recent example of this is by GS1 Australia member, Perfection Fresh, that have launched a consumer-focused traceability and provenance tool using a unique QR code. Consumers can scan the QR code and 'virtually' visit the raspberry farm where the fruit was grown and rate the product, before and after eating.



Luke Gibson, Head of Marketing at Perfection Fresh said he is excited consumers can now access greater information about where their food comes from.



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**Consumers are telling us that they want more than just the product, they are looking for an experience that connects them to the produce and growers, and to learn more about our world class produce. Changes in consumer behaviour like universal QR code usage enables us to link our physical packs with digital environments, providing a unique opportunity to engage our consumers in a new way, in real time, sharing real insights with them by simply scanning a unique QR code using any smartphone.**

### **Added value**

Along with superior brand protection and future opportunities, GS1 barcodes come with a certificate of authenticity and access to a wide range of GS1 services, including product photography and digital content creation.

High resolution images can be produced by GS1 professional product photographers for the purposes of marketing, web promotions, thumbnails, planograms and more. Content can be generated for on-pack information and automatically shared with trading partners and retail customers.

GS1 Australia has been providing Australian companies with trusted and unique barcode numbers for more than 40 years, delivering security and protection for brands and products throughout the world.

**The \$39 GS1 barcodes are ready to use in less than 1 hour.**

To take advantage of this service, visit the GS1 Australia website: <https://bit.ly/GS1-ABI>



\*Source: Hort Innovation Australian Horticulture Statistics Handbooks 2019/20