



Ensuring traceability

Where does the food your family eats come from? How did it get to your supermarket? What route did it take to get there? The label says "organic," but is it really? Does it contain anything your daughter is allergic to? Is it grown and harvested in an eco-friendly, sustainable way?

The ability to answer these questions lies in traceability applications and systems. And to work, traceability systems need to know everything that happens, at every step of the way, from the farm to your kitchen table.

But to make such a complex process possible, hundreds of stakeholders around the world must come together: growers and producers, retailers, clients and suppliers, hardware and software manufacturers, authorities... people who would never be able to agree on a common solution without an organisation like GS1. Present in 108 countries. Working not for profit, but for the benefit of the community.

At GS1, our vision is a world where things and related information move efficiently and securely for the benefit of businesses and improvement of peoples' lives, everyday, everywhere.

Our mission is to be the neutral leader enabling communities to develop and implement global standards providing the tools, trust and confidence needed to achieve our vision.

