

A key export company noted that the EPCglobal Network is more than **capable of meeting proof-of-origin demands** of customers and consumers in international markets.



GS1 New Zealand

Enabling pasture-to-plate traceability

In New Zealand, industry and government representatives have been working on RFID tag and standard questions since 2004. Starting in 2007, GS1 New Zealand led a consortium of key players through a series of “in the field” trials which demonstrated that EPC/RFID tags using GS1 standards could be effectively used on all species of livestock, no matter what the conditions.

Their efforts began in 2007–2008 with the development of prototype UHF Gen-2 animal tags, followed by an in-field assessment and comparison of these UHF tags versus low frequency (LF) tags on sheep, deer and cattle.

In 2009, the consortium ran an extended trial of commercially-available UHF tags using a variety of antennas and tag/chip sets on animals moving rapidly both in single file and in groups.

Finally, in 2010 came a full, end-to-end EPC and EPC Information System (EPCIS) proof-of-concept for tracking animals from a farm to the meat processor, through the chill chain and into retail butchery.

The movement of each individual animal was tracked from the farm all the way to the suburban retail outlet with EPC/RFID tags; and thanks to the EPCIS network, each animal’s EPC number could be looked up to see where it had been and where it was now.

The trials demonstrated comprehensively that UHF EPC tags could be effectively read on all species, with read distances up to 4m, even in wet conditions. The price of even “first generation” EPC animal tags were comparable to low frequency tags, and the EPC antenna/reader systems were potentially cheaper.

The partners saw that GS1 standards for item identification, consignments, and locations and the EPCIS Network could enable pasture-to-plate traceability and smooth exchange of data between trading partners in this sector.

Download the full case study to learn more:

www.gs1.org/nz2011

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