

GLOBALG.A.P. SOLUTIONS FOR BUYERS

Berlin, 7 February 2013, FRUIT LOGISTICA

GLOBALG.A.P. SHOWCASES INTELLIGENT TOOLS TO SUPPORT BUYER SOURCING STRATEGIES AT FRUIT LOGISTICA 2013 IN BERLIN

Sourcing high-quality products with full supply chain transparency and traceability is a challenge facing all buyers today. This is a high-priority objective, as more and more consumers worldwide are demanding products produced safely and sustainably.

GLOBALG.A.P. continued to grow by an overall rate of ten percent in numbers in 2012, despite the economic crisis in many parts of the world.

NEW BRANDS: LOCALG.A.P. - GLOBALG.A.P. – GLOBALG.A.P.+ ADD-ON

GLOBALG.A.P. has successfully introduced 3 product categories in 2012; GLOBALG.A.P., localg.a.p., GLOBALG.A.P.+ Add-on. Today, 23 standards or programs are covered by these 3 categories, not including the 20 benchmarked schemes and 7 national interpretation guidelines.

GLOBALG.A.P. BENEFITS:

GLOBALG.A.P.'s unique world-class certification system offers several products and tools that support supply chain partners gain the level of transparency their customers demand. The product of more than 10 years of expertise enable retailers and buyers to:

1. Source certified products that meet their requirements for food safety and hygiene and so cut their exposure to product safety risk
2. Ensure their sourcing by developing a network of reliable producers
3. Monitor their products and producers through the GLOBALG.A.P. Database
4. Ensure certification reliability and high auditing performance through the GLOBALG.A.P. Integrity Program
5. Work with growers on add-on improvement plans for food safety and sustainability to enhance the quality of their food supply
6. Customize GLOBALG.A.P. to respond to new and changing market requirements and consumer demands
7. Profit from GLOBALG.A.P. training for their quality management teams

THE GLOBALG.A.P. DATABASE

TRANSPARENCY & TRACEABILITY AT YOUR FINGERTIPS

An Internet-based worldwide platform for certification management and related services, the GLOBALG.A.P. Database stores and connects the certification and assessment data of more than 123,000 farms in over 111 countries, making it one of the largest online sources for validated farm data on food safety and sustainability. More than 130 GLOBALG.A.P. approved certification bodies around the globe use it to register and manage their clients' certification data.

TRACEABILITY THROUGH GGN

All GLOBALG.A.P. certified producers are identified in the GLOBALG.A.P. Database with a unique 13-digit GLOBALG.A.P. number (GGN), which gives supply chain partners direct access to all the producer information they require and allows them to monitor their producers and validate their certificates.

Product labeling is key to traceability. The GGN, which can now be printed directly on the product packaging, establishes a direct link between the product and its producer, not just for the suppliers and retailers, but also for consumers.

TRANSPARENCY: GLOBALG.A.P. BOOKMARKING AND BOOKMARK SHARING

GLOBALG.A.P. Bookmarking is a timesaving management tool. By bookmarking their registered producers, suppliers and buyers can generate online lists of their certified producers supplying them, including the respective GGN and products covered by the certificate, which make it easy to manage and monitor the certification status of their GLOBALG.A.P. certified producers on a regular basis.

The GLOBALG.A.P. Database also offers another timesaving management service: **Bookmark Sharing**. Suppliers and buyers can share their bookmarking lists with selected business partners throughout the supply chain. As these lists are online, the displayed certification status and other information remains up-to-date.

Visit us at the Fruit Logistica and find out more!

GLOBALG.A.P. EVENTS DURING FRUIT LOGISTICA 2013

- GLOBALG.A.P. Public Workshop: Crops (F&V),
4 - 5 February 2013 | 9 a.m. – 6 p.m. | Park Inn Berlin City-West,
Emser Str. 6, Berlin, Germany
- GLOBALG.A.P. News Conference
7 February 2013, | Time: 12:15 - 1:15, Berlin Fairgrounds |
Press Center, Hall 6.3, Room B.
- GLOBALG.A.P. Member Reception
7 February 2013 | Time: 1:30 - 2:30 p.m., Berlin Fairgrounds |
Hall 5.2, Stand D-09

About GLOBALG.A.P.

GLOBALG.A.P. is a leading global certification program whose mission is to bring farmers and retailers together to produce and market safe food to protect scarce resources and build a sustainable future.

For more information on GLOBALG.A.P. visit www.globalgap.org.

Contact

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