

Industry Implementation Protocol

For

November 17, 2011 FINAL

Case Date Coding

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1 STATEMENT OF DIRECTION

This Protocol outlines how the industry in Canada intends to optimize product freshness through improved stock rotation. This will be accomplished by standardizing the use of date information on product cases. The approach is consistent with the industry’s desire to enable supply chain process improvement through adoption of recognized (GS1) global standards.

2 PROTOCOL OVERVIEW

2.1 Objective

This protocol reflects the industry’s agreement to adopt standard marking and communication of date information on cases. This includes human and machine readable formats, consistent with GS1 standards.

2.2 Scope

The scope includes all cases of frozen and dairy categories. The Protocol may be expanded in the future to include additional categories.

2.3 Implementation

The protocol identifies when individual trading partners may begin adopting these standards.

Implementation at a company level however, remains voluntary.

3 RECOMMENDATIONS

3.1 Standard use of dates

Optimum rotation of case product requires visibility to best before or expiration dates. Manufacturers should follow a common format when expressing either best before or expiration date on all case products that are within the scope of this protocol.

The industry will adopt the GS1 global definitions for best before and expiration dates.

	<u>Expression</u>	<u>Definition</u>
Best Before Date		The ideal consumption or best effective use date of a product. It is a statement about quality.
Expiration Date		The date that determines the limit of consumption or use of a product. Its meaning is determined based on the trade item context.

3.2 Human-readable date information

All trading partners will adopt a standard format for expressing human-readable (i.e. printed) date information. This information is comprised of three parts.

Part 1 Date Type – What Type of date is being communicated

The date type can be one of the following:

- Best Before
- Best Before / Meilleur Avant
- Expiration

Part 2 Date Format – How to Read the date

This is always **YYYY-MM-DD**

Part 3 Date – the date

The global Standard for expressing human readable (printed) date is YYYY-MM-DD

- YYYY = four-digit year
- MM = two-digit month
- DD = two-digit day of month

Example - December 8, 2008 is expressed as:

Best Before YYYY-MM-DD 2008-12-08

or

Best Before / Meilleur Avant YYYY-MM-DD 2008-12-08

or

Expiration YYYY-MM-DD 2008-12-08

All trading partners should remain aware that Food and Drug Regulations (Section B.01.007) prescribe the date format required for product that can be offered for sale at retail. Where case product may be sold at retail, all consumer labelling regulations apply.

The Canadian Food Inspection Agency has provided an interpretation of the regulations. This letter is available at: [CFIA Communication](#)

Details about consumer labelling are provided on-line by the CFIA:
<http://www.inspection.gc.ca/english/toce.shtml>

Note 1 Abbreviations may be used in exceptional circumstances (e.g. where case/package print space is limited). Where necessary, the following abbreviations can be used

- BB Y-M-D (e.g. BB Y-M-D 2008-12-08)
or
- BB/MA Y-M-D (e.g. BB/MA Y-M-D 2008-12-08)
or
- EXP Y-M-D (e.g. EXP Y-M-D 2008-12-08)

3.3 Machine-readable date information

In addition to the human-readable date, all trading partners will adopt a standard format for expressing machine-readable (i.e. bar coded) date information. This information is expressed using the GS1-128 bar code standard and is comprised of 4 parts:

Part 1 GS1 Application Identifier (AI) 01. This indicates the information that follows is a Global Trade Item Number (GTIN)

Part 2 The GTIN

Part 3 GS1 Application Identifiers 15 or 17.
AI 15 indicates the information that follows is a best before date.
AI 17 indicates an Expiration date follows.

Part 4 Best Before or Expiration Date. This date is expressed in the standard format YYMMDD

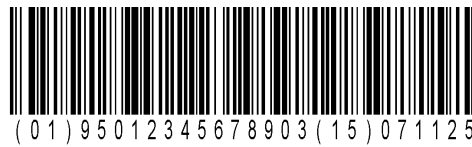
Example 1 GS1-128 Case bar code (fixed weight product)

The product is GTIN 10012345678902 with a best before date of April 3, 2008. This information is encoded as follows:

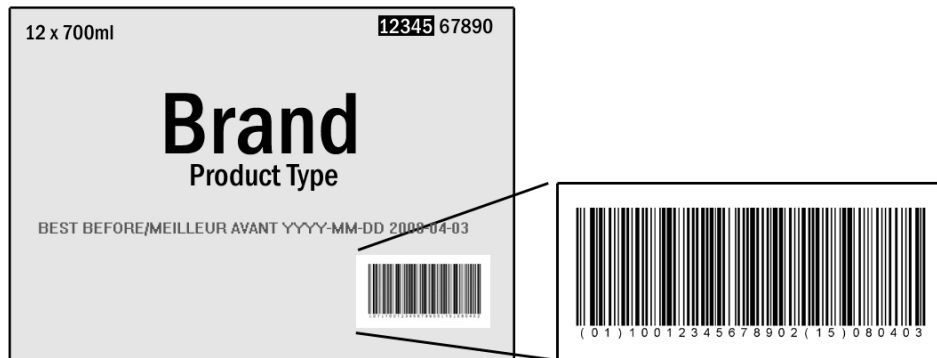


Example 2 GS1-128 Case bar code (variable weight product)

The product is GTIN 95012345678903 with a best before date of November 25, 2007. This information is encoded as follows:



Example 3 This example shows how human and machine-readable dates may appear on a case.



4 IMPLEMENTATION

The industry agrees to the use of the defined date code formats and definitions as outlined in this protocol for managing stock rotation. The industry acknowledges that the date standard format expressed in the protocol will be accepted as the industry standard effective January 1, 2012.

Implementation and utilization is voluntary and should be discussed between individual trading partners.

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5 ROLES

The Associations represent their member's acceptance by signing on their behalf.
GS1 Canada will provide education and training support for companies implementing the approved protocol.

6 ACCEPTANCE



Retail Council of Canada (RCC) *

David Wilkes

Senior Vice President

Name

Title

A handwritten signature in black ink, appearing to read 'David Wilkes'.

September 9, 2008

Signature

Date



Food and Consumer Products of Canada (FCPC)

Lesley McKeever

November 17, 2011 FINA

Senior Vice President, Industry Affairs

Name

Title

A handwritten signature in black ink, appearing to read 'Lesley McKeever'.

November 17, 2011

Signature

Date



Canadian Federation of Independent Grocers (CFIG)

Ward Hanlon

Vice President Industry Relations

Name

Title

A handwritten signature in black ink, appearing to read 'Ward Hanlon'.

October 21, 2008

Signature

Date

*Originally approved by the Canadian Council of Grocery Distributors and transitioned to RCC.