



Department of
Primary Industries



Australia



FreshChain



FreshChain technology supports traceability trial on Woolworths potatoes and cherries, aiding property identification and consumer engagement

A multi-purpose trial to identify potato and cherry properties in Woolworths' supply chain using GS1 Global Location Numbers is underway with the support of FreshChain technology. This pilot will test enhanced traceability functionality at an item and crate level to instantly track back to the farm origin and track forward to retail destinations using serialised and unique GS1 Digital Link QR codes.

FreshChain sensors will accompany the product through the supply chain to deliver insights on key quality metrics such as temperature, light, humidity, movement and shock in real time through transit and the chain of custody ownership.

Digital on-pack storytelling and engagement will provide customers with valuable information on product quality, value of the content and other information like recipes. The trial will also include functionality which allows for consumers to be alerted in case of an incident in real-time by scanning the QR code on pack.

The project is a collaboration between NSW DPI, Food Agility CRC, Woolworths Group, GS1 Australia, Mitolo Family located at Hillston, Cantrill Organics in Orange and FreshChain Systems.

Greg Calvert from FreshChain Systems welcomed the opportunity to provide the digital traceability solution and advanced quality control sensors for the project.

Jessica Fearnley, the NSW DPI and overall project leader, said, "A key objective of the trial was to assess the ability to instantly identify properties in NSW through a central repository in the event of a biosecurity threat such as bushfires and deploy resources where they are needed. We are all too aware that these threats remain and it is critical that we work toward a more centralised approach for identification, containment and support deployment."

Mel Wishart, lead for GS1 Australia, is really keen to show how using GS1 standards in data collection and



transfer can better support rapid property identification and item level product traceability in the event of a biosecurity threat or critical food incident, stating; “The key is using a standards based approach so all systems in the supply chain, no matter the source language can gather data, link the data, interpret the data and act on that information.”

Woolworths’ project lead, Noelene De Villiers, is excited about the opportunity to work with industry to learn more about end-to-end traceability and how it can support great customer experiences and quality fresh produce from farm to fork. “The project participants bring together diverse capabilities, to help build a more transparent supply chain together and engage customers in a new way with on-pack digital storytelling. It is also a great opportunity to partner with our farmers and help educate customers about the provenance of the products they put in their shopping basket,” said Noelene.

A spokesperson for Mitolo Family Farms noted, “As part of Mitolo Family Farms’ continuous focus on delivering fresh, Australian grown produce in an ethical and sustainable way, our involvement in this project was closely aligned with our own values. As a business, we are constantly reviewing ways to crisis-proof so that when Australians need us they can be assured we are there for them and their families”

Luke Cantrill from Cantrill Organics loved the idea of contributing to this project. “We were an early recipient of the Woolworths Organic Growth Fund and that’s helped us widen our footprint across Australia. The idea to both share and learn more about our Organic customers - who we know are discerning buyers - was an easy one for us. We want our customers to learn more about the cherry process, from early budswell to pollination of the beautiful blossoms that are an early indicator of the season ahead. With cherries being a cold chain product, we are very keen to see the FreshChain sensor trackers in play and gain insights on the product journey. Transparency is the key to building trust and we are always looking for ways to enhance that as part of the experience.”



Calvert finished by saying, “We will continue to see further benefits of digital transformation and that is an exciting prospect for speed, accuracy and data access. More relevant data, linked to create valuable insights and enhanced visibility, will support all partners in the supply chain. For consumers, this is the next best thing to being on farm.”

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Woolworths



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