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#### Floral Logistics Coalition Begins GTIN Pilot

The Floral Logistics Coalition, an industry group representing all facets of the cut flower industry, began its pilot program to identify the processes and procedures necessary to allow electronic communication of purchase orders, invoices, receiving protocols and other box level activities using the Global Trade Item Number System (GTIN). In addition, this pilot will test the use of selling unit UPC's which will allow the scanning of receipts into inventory and improved data capture of transactions.

The end goal of this project is to develop standards and processes that will promote efficiency and the smooth movement of products, providing the means for tracking and tracing, and improving communication and productivity.

The GTIN Pilot Project is sponsored and directed by the Association of Flower Importers of Florida (AFIF), the Produce Marketing Association (PMA), the Wholesale Florist and Florist Supplier Association (WF&FSA), the California Cut Flower Commission (CCFC), the California Association of Flower Growers and Shippers (NORCAL), and the Society of American Florists (SAF).

An informational meeting was held in Miami, FL on June 5-6<sup>th</sup> and attended by over 150 people representing all channels of floral distribution. At this meeting, work groups identified 'attributes' or unique key data points that are important in the buy/sell relationship to enable electronic commerce for major flower types.

On August 2<sup>nd</sup>, a kick off meeting was held in Houston, TX for companies that committed to participating in the pilot phase of this project. Vertical trading partners have been aligned to test multiple flower types in different scenarios representing the various buy/sell relationships. There are:

- 4 groups piloting offshore grower to wholesaler models
- 5 groups piloting importer/bouquet maker to mass market models
- 2 groups piloting domestic grower to wholesaler models
- 2 groups piloting domestic grower to mass market models
- 3 groups piloting offshore grower to importer to wholesaler models.

Companies taking a leadership role in participating in this pilot include:

##### Domestic Growers:

- OceanView Flowers
- Brand Flowers
- The Sun Valley Floral Group

##### Offshore growers:

- Plantas y Flores Ornamentales (P&F)
- Liberty Blooms
- Aphrodite Roses
- Agricola Papagayo

##### Importers:

- Sole Farms
- Continental Flowers
- Dole Fresh Flowers
- Falcon Farms
- USA Bouquet
- Bouquet Collection
- Vistaflor
- Natural Flowers

Wholesalers:

- Vans
- Sieck Wholesale
- Seagroatt
- Greenleaf
- Pikes Peak
- Pennock
- Hardins
- Delaware Valley

Mass Market Retailers:

- Wal-Mart
- Wegmans
- Safeway

Trucking:

- Prime Floral
- Armellini

Airlines and cargo agents/freight handlers will also be included in the project.

Each of these companies is aligned with one of their current trading partners in the pilot and, over the next four months, will work as a team in identifying product attributes, assigning box level GTIN's and selling unit UPC's, and implementing the processes and activities that will test the methodology, including incorporating the GTIN on purchase orders and shipping boxes, invoices and shipping documents, and UPC's on selling units and scanning into inventory upon receipt.

The time line for this project is aggressive, starting in mid-August with a completion date in November. At the end of the pilot and using what was learned during the pilot, a recap will be presented that will detail the best practices for implementing GTIN's and UPC's on an industry-wide basis.

For more information about the Floral Logistics Coalition contact Christine Boldt, Executive Vice President of the Association of Floral Importers of Florida (AFIF) at 305-593-2383 or e-mail her at [christine@afifnet.org](mailto:christine@afifnet.org) . You can also contact Jim Wanko, Executive Vice President of the Wholesale Florist & Florist Supplier Association (WF&FSA) at 888 289-3372 or e-mail him at [jwanko@wffsa.org](mailto:jwanko@wffsa.org).