



ATGA
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Verification of Product within Your Business

The Australian Table Grape Association (ATGA) is partnering with Agriculture Victoria to lead a major innovative project to strengthen table grape traceability for high-value export markets.

FruitMaster, a table grape producer and exporter, is implementing new traceability systems, including labelling and integration with cool chain tracking. These will prove the fruit origin, help maintain and elevate safety and quality and leverage the value of Australian export brands.



Scan here to discover the power of product verification

Each GS1 Digital Link-enabled QR code label is unique and serialised, allowing automated sharing of data with every business in the supply chain. Everyone from farmer to consumer can authenticate the food's origin and engage with the brand through an open platform smartphone scan.

The ATGA is calling on your business to help raise awareness about the importance of traceability in the table grape supply chain, increase scan rates in your business and, effectively, bolster future export capacity.

Adoption of Production Verification into Your Business Processes

FruitMaster export products will carry GS1 Digital Link-enabled QR code labels.

Scan the labels at the following steps within your business:

- On arrival of product, scan a labelled product within each pallet, to verify its origin.
- At quality assurance assessment, scan a labelled product within each pallet, to verify its origin, seasonal characteristics and suggested storage conditions.
- At your marketplace, to support sales, encourage customers viewing your product to scan each time and verify product origin and quality.
- At your retail store, to support sales, encourage consumers to scan displayed product to discover the story of where their food comes from.

Discover more about how traceability can support your business

Watch the animation and videos about our farmer-to-consumer traceability pilot. Share them with your community to help raise awareness about the importance of traceability.

