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RFID JOURNAL LIVE!

Current State of Traceability

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Jonathan Gregory | GS1 US





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Technology Standards;
Empowering Tomorrow's
Solutions.

AIM North America is the premier alliance for automated data capture technologies industry. For more than 20 years, AIM NA has championed the growth and acceptance of these technologies and applications through education, standards, community, and advocacy.

AIM North America supports consensus-based standards, promotes community, advocates, and educates. AIM champions concerns and solutions to industries and governments to break down market barriers / constraints. AIM North America has the recognition to be taken seriously and to help you be successful in the marketplace.

Education • Advocacy • Standards • Community



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Current State of Traceability

AIM North America, an industry standards organization in barcodes and RFID standards, is hosting an expert member panel to discuss the technology, standards, and real-world implementation of food traceability. Gain an understanding of the traceability initiatives being led by GS1 US, and industry associations, such as PTI for produce and GDST for seafood. Learn the importance of clean, accurate master data, use of standardized identifiers for key attributes such as products and locations, and process to capture the required key data elements. The panelists will also provide an overview of the New Era of Smarter Food Safety and the New Era Blueprint and how FSMA 204 relates to it. And finally, hear AIM North America's experts discuss what the future holds, including RFID, 2D across POS, EPCIS 2.0 using passive temperature sensors and ubiquitous interoperable food traceability.

The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.

Meet the Panelists



Amy Awe

Manager, Market Development



Jonathan Gregory

Director, Industry Engagement



Don Durm

VP Customer Relations



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Questions or Comments



Contact the Experts



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