

# Container Identification

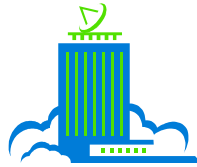


**TPSA Meeting  
February 15, 2011**

1. What is AgGateway?
2. Unique Numbering - Concepts
3. Unique Container identification
4. A Standardized Container Numbering Solution
5. Potential Pilot Project
6. Closing Q&A



4



**Inter-Company Business Activities**

**Supported By**

**Information & Communication**

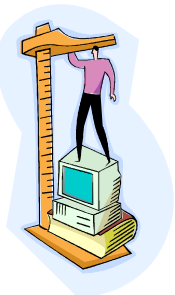
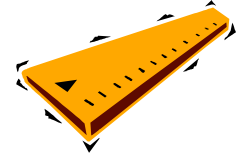
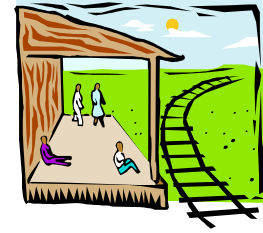
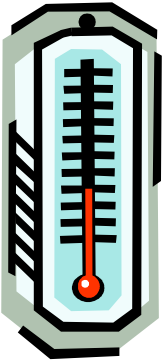
**Technologies**



The use of computer networks to link computers to one another, and **provide information resources between computer systems and their final users**

# Definitions: Standard

6



A formal set of required criteria, guidelines and best practices that **establishes uniform technical methods and business processes.**









# Formed to Help Members Address Business Pressures

9



# AgGateway's Mission

10

**“To promote, enable  
and expand eBusiness  
in Agriculture.”**

# 47 Crop Protection Member Companies

- AgData
- Agrium
- Agrium Advanced Technologies
- AMVAC Chemical Corp.
- Arysta Life Science NA
- Aurora Cooperative
- BASF
- Bayer CropScience
- Brandt
- Britz-Simplot Grower Solutions
- CropLife America
- Crop Production Services
- Direct Enterprises
- Dow AgroSciences
- DuPont
- EFC Systems
- Elemica Inc.
- Entira
- FMC Corp.
- Focus Technology

# 47 Crop Protection Member Companies

12

- Helena Chemical
- Hintzsche's
- J.R Simplot Company
- Jimmy Sanders
- Key Cooperative
- Kova Fertilizer
- MFA, Inc.
- Monsanto Company
- Nichino America
- Nufarm Americas
- River Valley Cooperative
- Rosen's, Inc.
- Southern Ag Insecticides
- Southern States Cooperative
- Syngenta
- Tessenderlo Kerley Inc.
- U.S. Ag, Inc.
- Valent
- Van Diest
- West Central Inc.

# Unique Numbering Concepts

13



## Why Unique Identifiers?

14

- A crucial tool in acquiring industry goals
- Facilitates voluntary consensus and conformity
- Unambiguous rules for use, simplifies the process
- Conducive to automation
- Provides assurance of transparency

- **Government**
  - SSN (Social Security Number)
  - DoD UID & UII (Asset identifiers)
- **Computers & Cell Phones**
  - MAC address (Media Access Control Address)
  - SID (System ID code) & ESN (Electronic serial number)
- **Commercial Applications**
  - UPC (Universal Product Code)
  - GLN (Global Location Number)

- Why create/adopt an agriculture industry standard?
  - Provides a uniform labeling system across the supply chain
  - Limits confusion and eliminates duplication
  - Supports accurate consistent record keeping
  - Improves communication from supply to distribution to recycling



- **Criteria for the Standard**
  - Unique to each container
  - Easily displayed as a bar code, human readable, and/or RFID
  - Easy to use, open and readily accessible to everyone
  - Globally recognized
  - Complementary to other Ag Industry Standards



# AgGateway Unique Industry Identifiers

18

## Ag Industry Identification System

# AGIIS



International Standards Organization

- Originated the UPC Code
- Focused on Supply Chain

The GS1 Company Prefix is a unique number assigned to a company for the purpose of creating Identification Keys.

***Identification Keys are unique numbers that identify items, services, locations, logistic units, containers, etc.***



# GTIN 14 – Global Trade Item Number

20



# GLN – Global Location Number

21



SOLUTION FOR AGRICULTURE

Containers

AgGateway



# Benefits of Using the - Global Returnable Asset Identifier

# GRAI – Global Returnable Asset Identifier Components

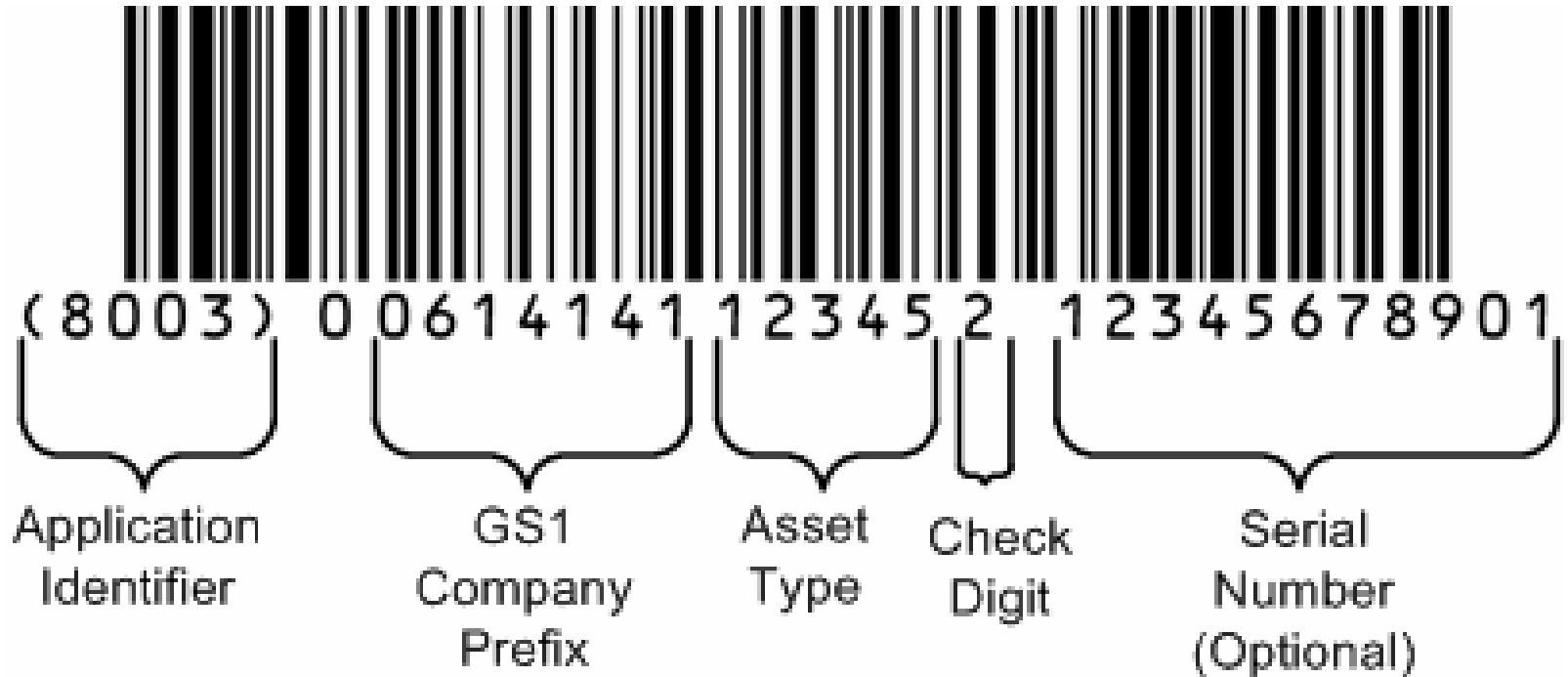
24





# Example of a Bar Coded GRAI

25



Project



- Bill Swanekamp

1. GRAI created identifying the producer and a serialized unique ID number for each refillable container
2. Barcode with human readable number attached by the manufacturer at time of filling
3. Basic data transmitted to the independent 3rd party (AgGateway) servers
4. Information freely available and searchable by code to dealer/distributor on AgGateway website
5. No connection back to proprietary computer systems

6. Tank returned to the dealer for refill:
  1. code is scanned or entered into the AgGateway system
  2. the necessary information entered as required by the C&C rule recordkeeping requirement.
7. Tank flagged in database if due for inspection
8. If not be eligible for refill and would be flagged for recycling.
  1. Tank sent to the recycler
  2. code scanned again providing information as to what was last in the tank and who is responsible for covering the cost of destruction or providing pickup service.

# Questions?

Rod Conner

[rod.conner@aggateway.org](mailto:rod.conner@aggateway.org)

804-745-1772