

FMI Industry Relations Committee Meeting
October 16, 2014
The Fairmont Hotel, Vancouver, BC

MINUTES

Joe Sheridan, Industry Relations Committee Chairman, called the meeting to order. He welcomed incoming industry relations committee members and guests. Committee members and FMI staff introduced themselves.

George Green, FMI legal counsel advised the IRC of FMI anti-trust policy and considerations.

Joe Sheridan provided an overview of his goals and objectives as IRC Chairman. He then presented an overview of the industry relations governance model within FMI, the roles and responsibilities of the committee, issues identification and prioritization and the decision making process. Mr. Sheridan emphasized that the committee should focus on doing fewer things/better and would also serve as the FMI liaison to the Trading Partner Alliance. The committee will also fix responsibility for deliverables with the appropriate FMI committees, total store collaboration working groups and staff. He finished by appealing to the committee to maintain focus and clarity as they address issues on behalf of the industry going forward.

Messrs. Sheridan and Baum turned the committee's attention to the Trading Partner Alliance, reminding the group of the TPA's mission, role, and composition. Mr. Baum provided an update to the IRC on current TPA projects, notably the GMO task force. This prompted a discussion on GMO labeling activities to-date, and the recent FMI set of interim options to seek federal non-GMO labeling standards. Mr. Baum outlined 5 options being presented to the FMI Public Policy Committee, which would enable the organization to support pro-active measures without necessarily alleviating consumer concerns or stopping the pro-labeling movement per se. After much discussion, Mr. Sheridan, citing the need for decisive action, asked the IRC to "pick two" that any committee member believes would have the most impact on the issue. Mr. Baum agreed to survey the group.

Additional TPA updates were provided to the committee: a status report on Rapid Recall Exchange - focused on the change in metrics and outlook for the sever based notification platform, the (Consumer) Information Transparency Initiative (ITI) – focused on the near term use of existing assets, the Global Data Synchronization Network (GDSN), and the scope of working group activities; product attributes (food and non-food), data management, and the consumer experience. A full read out will be provided to the TPA and the next meeting, being held January 25th in Miami (in conjunction with the FMI Midwinter Conference).

Mr. Baum re-introduced the Product Code Dating issue. A FMI task force had been reviewing existing board policy statement and recent activities been undertaken by consumer advocacy groups, and others. A recommendation was made to IRC to adopt a suggested update to the policy highlighting the following:

- recommends that all consumer food packages for non-perishable products should bear a “best if used by” date as a means of placing the emphasis on the most important information to our customers.
- All consumer food packages should bear a clear, readable, open date² provided in US style *MMM-DD-YY* or *YYYY*. Example: Jan. 1, 14 or Jan. 1, 2014

After discussion, the initial recommendation was to endorse the updated policy statement/guidelines, but to “carve out” some of point 4 – specifically meat and seafood based on food safety concerns

Further discussion led to a recommendation to revisit point 4 (utilizing the FMI task force) and reconcile differences of opinion and adjust the language accordingly, prior to the FMI board meeting in January

The IRC also recommended that the TPA make Product Code Dating a priority issue. A project charter will be drafted and a co-Chair assigned before the TPA meets in January.

Mr. Sheridan introduced Bob Carpenter, President & CEO of GS1-US. During his introduction, Mr. Sheridan noted the closer working relationship between GS1-US and FMI (along with GMA), and the opportunity to collaborate and support issues that drive large scale change across the industry. Mr. Carpenter began by providing commentary from a GS1-US perspective on Rapid Recall Exchange, noting that similar information would be presented to the GS1-US board of directors as their upcoming meeting in November. He also commented on the TPA Information Transparency Initiative, reiterating the need to drive adoption and usage of the GDSN. This led to a presentation on the need for greater data quality and accuracy and the outcome of pilots conducted by GS1-US on this issue. The IRC concluded that this is one of the most important and fundamental issues enabling trading partner collaboration and recommended that the issue of data quality certification and the requirements for CPG manufacturers and retailers be presented to the TPA at their next meeting in January.

Mr. Carpenter also provided the IRC with an overview of GS1-US's Retail Grocery Initiative, which is a voluntary, collaborative industry effort seeking to address new challenges with GS! Standards to further improve product information, supply chain visibility, and operational efficiencies. FMI is strongly supporting this initiative helping to organize the executive leadership committee, driving validation and support for the initiative and its priorities, and shaping work streams and deliverables.

In the interest of time Mr. Baum asked the IRC to refer to their information packets for updates on Total Store Collaboration and the establishment of new FMI Communities (including senior merchandising executives and fresh food executives), expansion plans for FMI's Annual Business Conference in 2015, and new activities and overall changes to 2015 FMI Connect.

Mr. Sheridan called for any new business for IRC consideration. There being none, he informed the group of the next IRC meeting date: January 23rd in Miami, thanked the members' for their participation and active engagement, and adjourned the meeting.

Submitted by Mark Baum