

Short bio | Tom Quets

- Lead agriculture projects at GS1 in Europe, consultant to GS1 Netherlands and GS1 Global, innovation lead Fresh Upstream foundation
- Started up agriculture sector at GS1 Netherlands
- Before GS1, CIO of an international fresh produce company
- Started his career in business software consultancy
- Holds a master degree in business administration and engineering



Some highlights in agri-food projects...

... relevant to "Pathways to a More Efficient and Collaborative Chain"

- **Scope:**
 - (before) Farm to Fork (and after)
- **Main Drivers:**
 - Transparency & Traceability
 - Healthy & Sustainable Food system
 - Circularity (Food Loss/Waste)
 - Accelerate adoption of digitalisation



True Value Language is a pre-competitive collaboration to accelerate the transition to a more sustainable food system

True Value Language (TVL) is a collaboration between private and public parties in which farmers and growers, chain parties, financiers, and governments make agreements on making sustainability performance on the farm transparent and comparable. This is possible because they are defined, calculated, measured, and reported in the same way—and can be valued in their own way—without unnecessary administrative burdens.



Fragmentation hinders progress

Sustainability is measured, calculated, and reported in many different ways. This leads to extra administration, lack of clarity, and limited comparability. Good performance is not always recognized or rewarded, and the sustainability transition of our food system remains difficult and fragmented.



One clear language brings structure and value

True Value Language brings together into one shared language sustainability performance level reliable, comparable, a policy, chain agreements, a without reinventing the wheel government and chain parties work together on the transition to a sustainable food system.

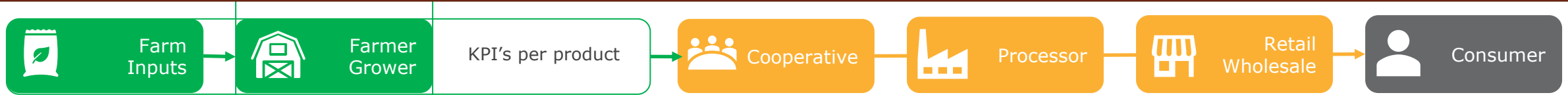
One common language for sustainable agriculture and horticulture



True Value Language | GS1 NL



KPI's per ha or per company



KPI's per company or product

- reduce admin/complexity
- enable better benchmarking
- recognize good performance
- accelerate sustainability transition

One common language for sustainable agriculture and horticulture

Financial Institutes

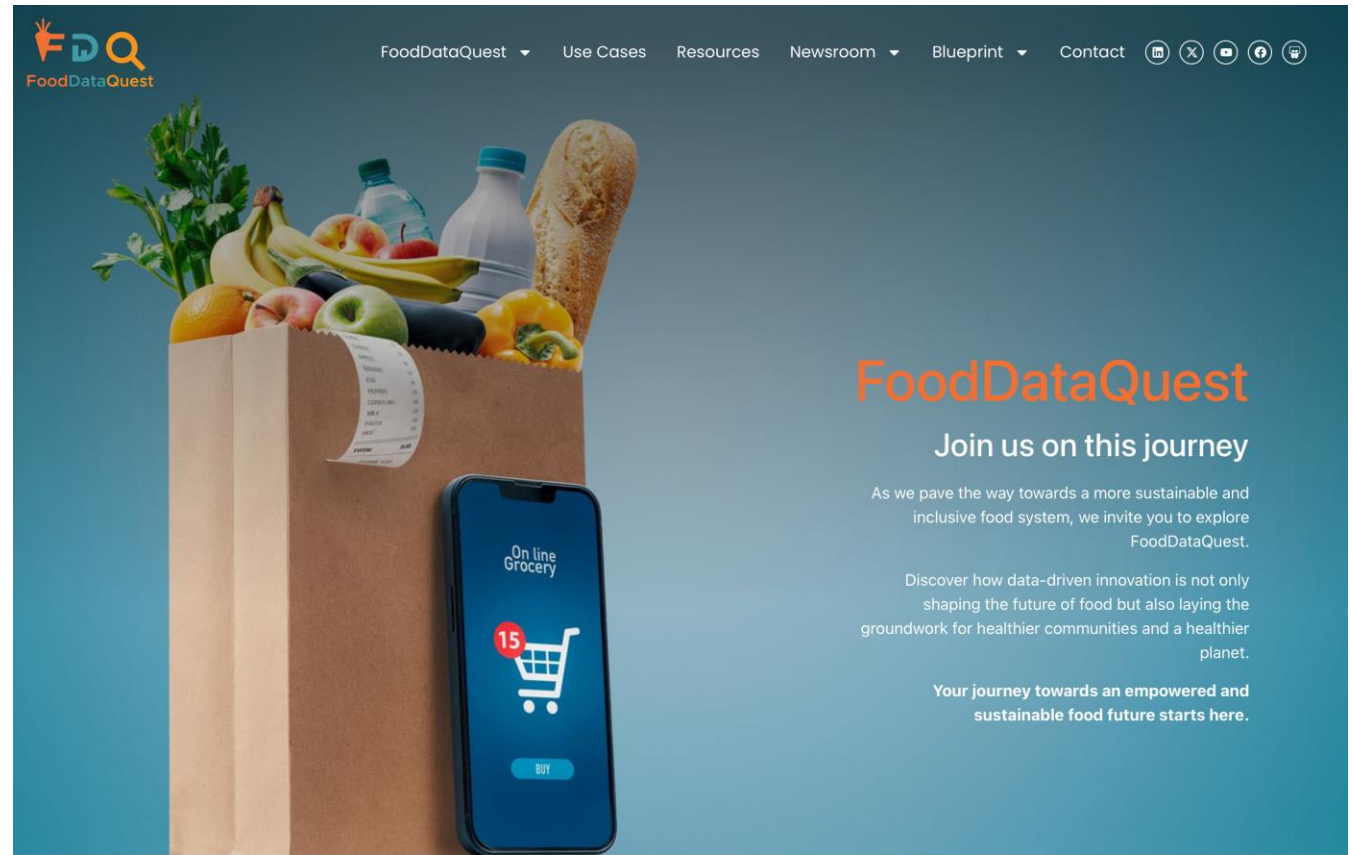


Data-driven innovations across diverse food system challenges, farm-to-fork

from fraud detection and traceability to food waste reduction, consumer empowerment, and sustainability.



Netcompany



AgriFood Data Space (Digital Europe) | GS1 in EU



Establishing a secure, trusted, and interoperable environment to facilitate data sharing across Europe



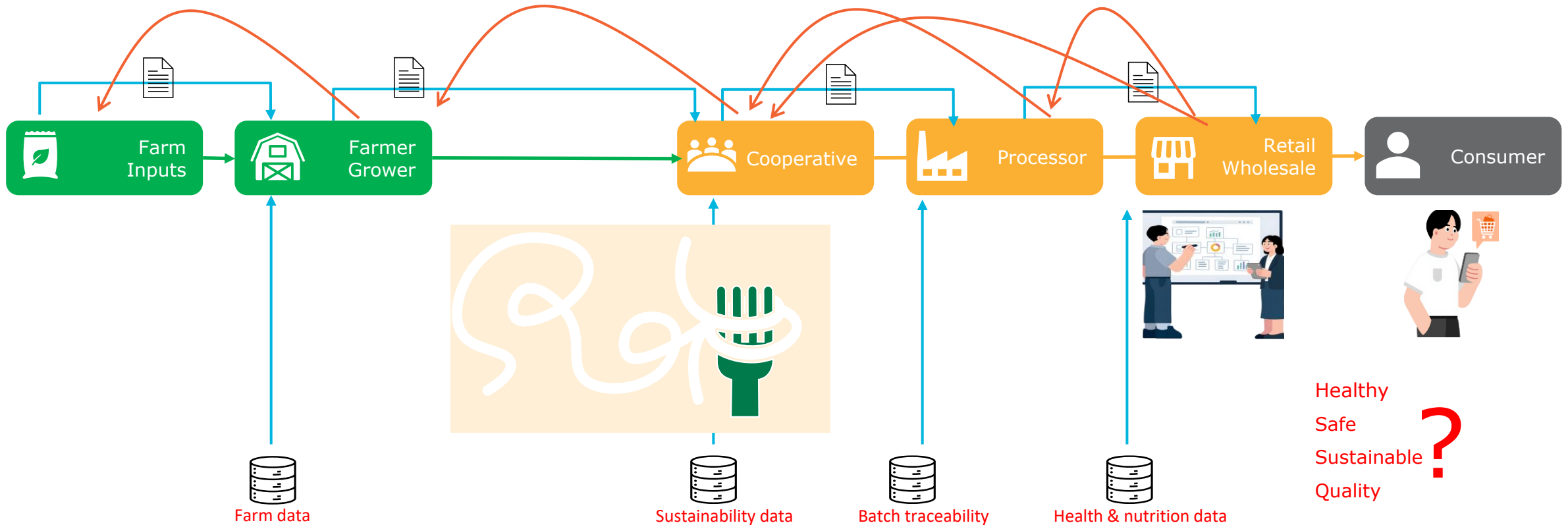
Horizontal Data Legislation

- Data Act
- Data Governance Act
- Open Data Directive
- Free Flow of Data Regulation
- GDPR
- ...

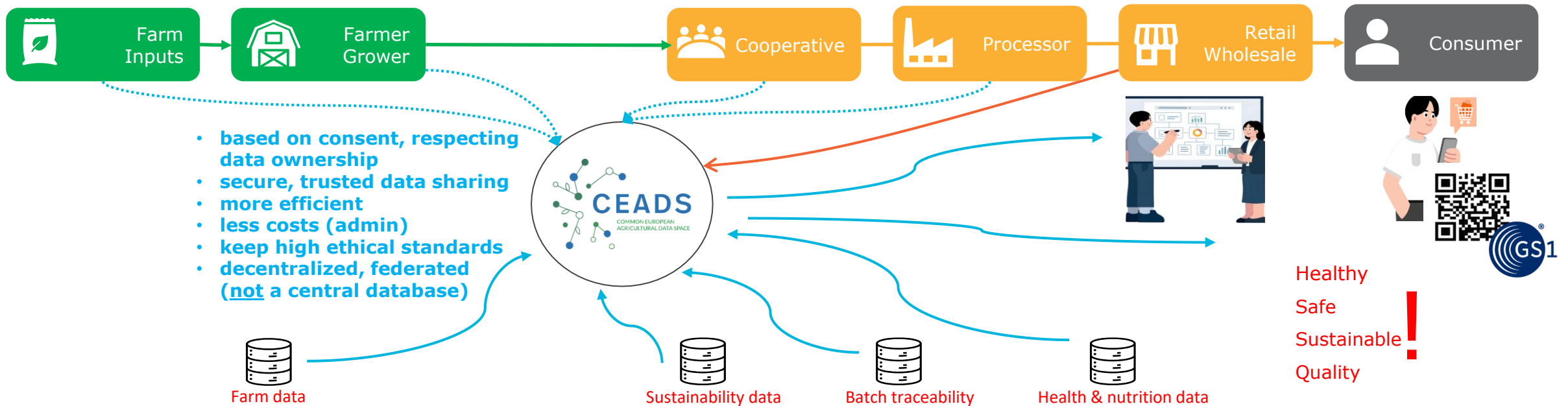
Common European Data Spaces

Health	Manufact.	Agriculture 	Finance	Mobility	Green Deal	Energy	Public Admin.	Skills	R&I (EOSC)	Tourism	Cultural heritage	Media	Language
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Use Case | the challenge



Use Case | the ambition



Relevant GS1 standards used in use case



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Global Location Number (GLN)



Obrigado!

Thank you!