



Companies Engaged

150
Distributors
& Operators
ready to receive product data



> 5,140
companies sharing
product data



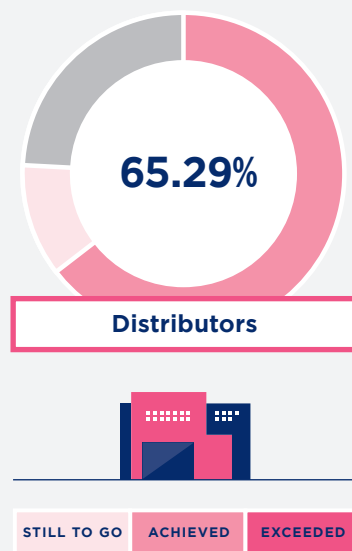
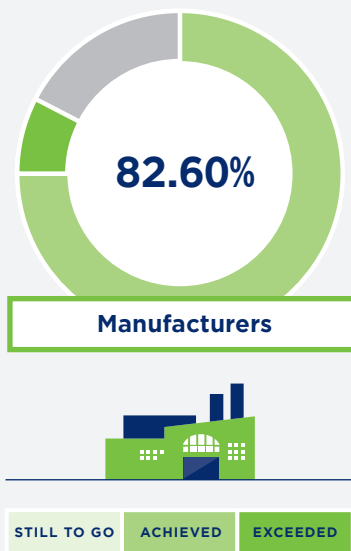
Industry Adoption

Goal = 75% GDSN Adoption by Sales Revenue Based on Usage*

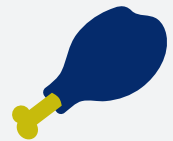
We measure adoption by company participation in the Global Data Synchronization Network™ (GDSN®) and then work with the industry associations to tie revenue to participating companies.

* Operators not included

Goal
75%



More than
712,000
foodservice items
available today!



Data Sharing Progress

Total Products in GDSN	712,175	
Food vs. Non-Food	371,822	340,353
With Images	144,760	119,108
With Marketing Info	185,330	126,876
With Big 8 Allergens	143,644	
With Ingredient Info	195,970	

2017
Operational and
Sales Data
Totals as of June 5, 2017

Foodservice Industry Focus Areas

Supply Chain Efficiency

- Increase percentages of accurate orders
- Accelerate product introduction
- Eliminate IT system redundancy

Food Safety and Traceability

- Enable faster response to recalls
- Simplify track and trace processes
- Provide foundation for product traceability

Product Information

- Provide complete and accurate product data
- Enhance product clarity to all parties
- Promote confidence