smart FACTS scan learn

Allergen Bureau - FAMS

May 2025

Andrew Steele – Director Retail Food & Beverages

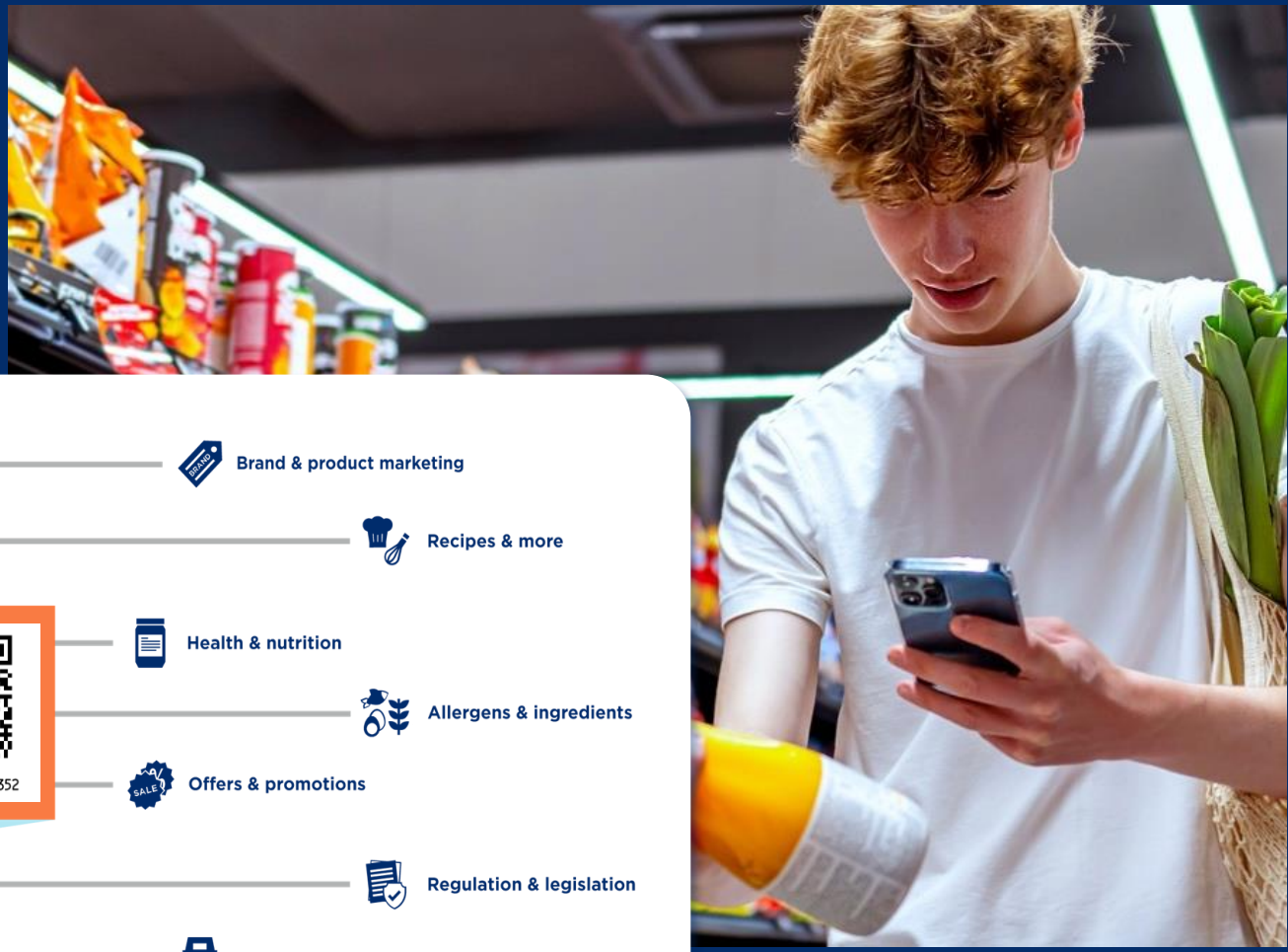
SmartFacts® is a registered trademark of GS1 Australia and the Australian Food and Grocery Council

2027

When all retail point-of-sale systems will aim to scan 2D Barcodes, worldwide.

Next generation barcodes

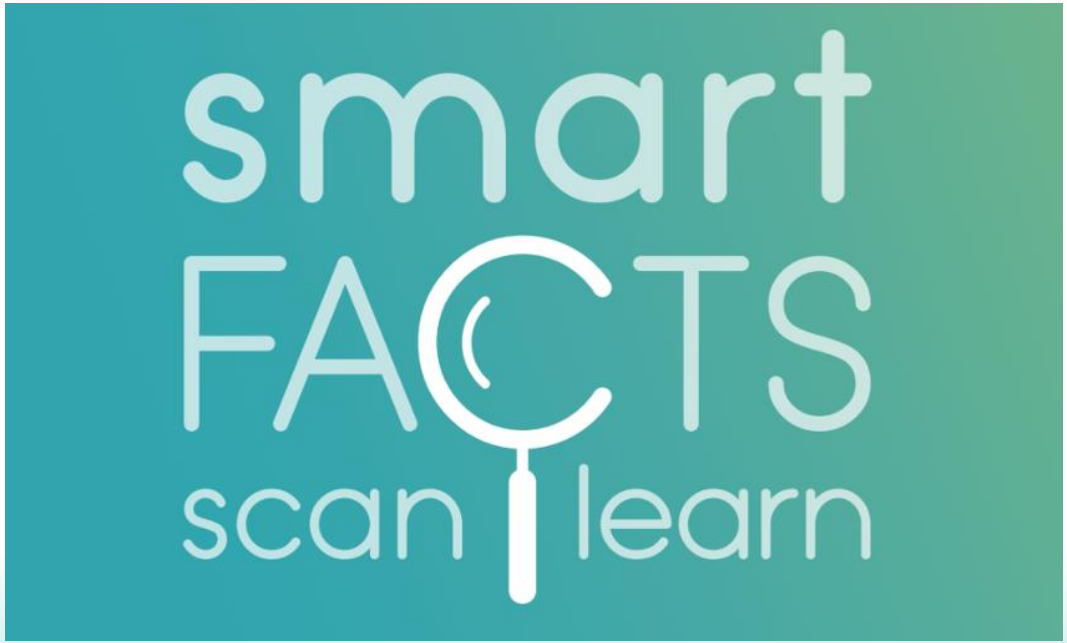
powered by GS1



What is Digital Labelling?

Digital Labelling is the ability for a consumer to access a wealth of brand-owner managed product and company information by scanning a GS1-powered QR code on-pack to drive consumer engagement, support purchasing decisions and build brands.

What is SmartFacts®?



SmartFacts® is a new initiative by the AFGC and GS1 Australia to develop industry guidance aimed at harmonizing the implementation of digital labeling in Australia and New Zealand to deliver a consistent consumer experience.

Why is harmonization important?

Because it places the consumer and their needs at the centre!

1. Predictable and consistent process for accessing additional product information
2. Allows consumer to find the information they are looking for faster
3. Increases consumer trust in the information and consumer usage
4. It can be developed to meet consumer specific information needs without the physical limitation of the product label

About the project

Project overview:

- Kicked off in December 2023
- AFGC and GS1 Australia provide the secretariat
- Reporting into AFGC/GS1 Australia boards
- GS1NZ and NZFGC also joined the steering committee – Trans Tasman Collaboration
- Developing guidelines for:
  - On-Pack
  - Digital Label

- Current Status: **Piloting**
- Program Launch: **May 2025**

Steering Committee:

H&H Group inspiring wellness
KraftHeinz
Lactalis Australia
Mars Wrigley
McCormick
Patties
PepsiCo
SC Johnson
Simplot
New Zealand food & grocery Council
Riviana

Key Callouts

- SmartFacts is a registered trademark of GS1 Australia and AFGC
- SmartFacts is **Not** an app, it is a digital labelling program utilising GS1 Powered QR codes that can be natively scanned by smart phone devices.
- There is **NO** cost for brand owners to sign up to the Smart Facts program. It will always be free to participate.
  - There are Terms and Conditions that need to be signed to have permission to use the trademark
- GS1 and AFGC do not host any data or landing pages, these are controlled and maintained by brand owners who sign up to SmartFacts

Website: https://www.smartfacts.org.au/

Labels on Products

Portrait Label – Option 01

Landscape Label – Option 01

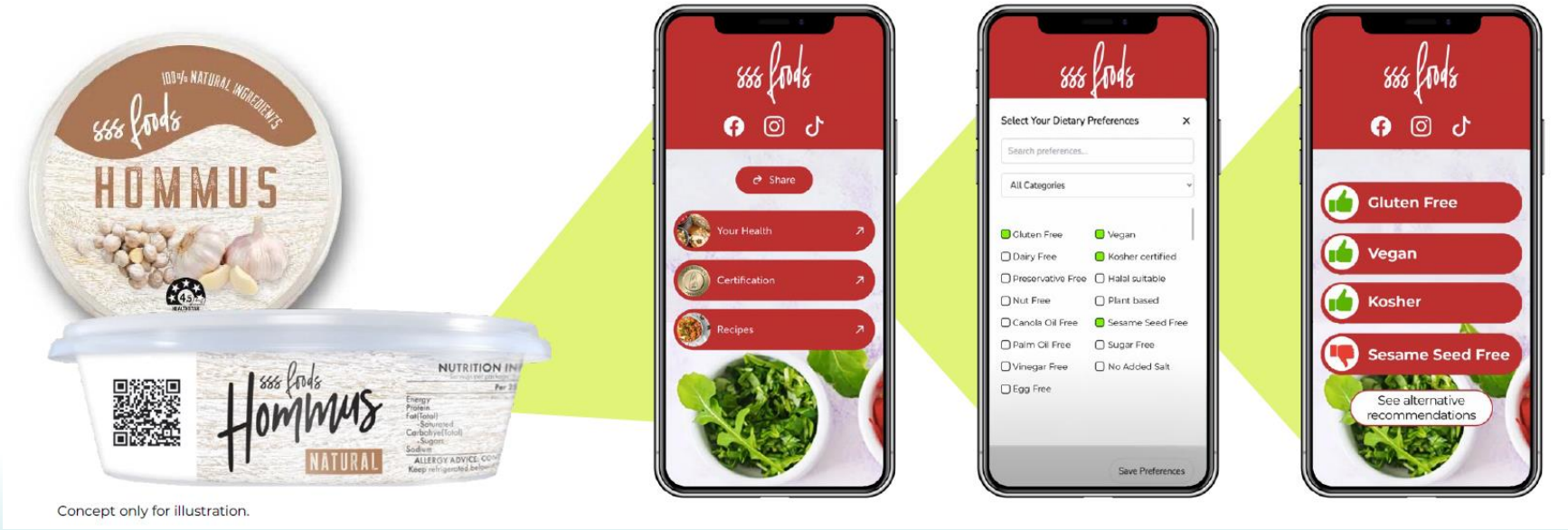
Example SmartFacts Landing Pages

Working Demo

Disclaimer: Please ensure that you follow any applicable regulations governing product label information; such as those published by Food Standards Australia and New Zealand, the Therapeutic Goods Administrators or other applicable local or international regulations.

Personalisation will Transform Shopper Experiences

Forensic Check against your dietary profile – No app required



Concept only for illustration.

Next Steps

- Actively working with steering committee brand owners to assist with pilots desktop and in-market for the remainder of 2025
- Targeted stakeholder engagement – including FSANZ, TGA, APCO, Key Retailers etc.
- Companies will be invited to register their interest for 2026

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Recall Bootcamp

Thursday 29 May 10-11.30am Webinar

Register here or scan this QR code

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Recall Bootcamp

Topics

- Recent Recalls and Withdrawals – The reasons and cost to industry
- PepsiCo ANZ's experience of a recall for Smiths Chips Metcash's journey from manual to automated recalls with GS1
- Using GS1 recall systems for FSANZ and TGA
- How healthcare service provider networks are notified of recalls
- Allergen labelling and how to get it right
- Streamlining recalls across retail supermarket chains

Speakers & Panelists

- Jill Carsons **PepsiCo**
- Klara Kinkova **Metcash**
- Thomas Carter **FSANZ**
- Louise Niggemeyer **Peninsula Health**
- Nicole Koek **Allergen Bureau**
- Sarah Dawes **Harris Farm Markets**

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