GS1 Standards Autumn Event
18-22 March 2013 – Dallas, USA

Building Standards to Deliver Business Value

Name of Session: Work session Horticulture
Time of Session: Mon 18-Mar, 10:30 – 12:30
Who May Attend: Opted-In Members
Speaker names: Bruce Hawkins & Ben Ensink

Horticulture Session

1. Status GPC Horticulture

2. Discussion points so far

3. Brick-attributes

4. How Entry into GS1 system will be done

Status GPC Horticulture

Agreement on botanical <u>structure</u>
       - skip species for trees   (> 10.000)

Agreement on <u>formatted input</u> up to bricks (species)

Agreement on <u>workflow</u>
       - top xx selection; then the rest (per family)
       - attributes → business experts

<u>Position of segment</u> and families for Horticulture
       - in relation to Garden/Lawn Supplies (plants)

Registration data via <u>Excel</u> → GS1

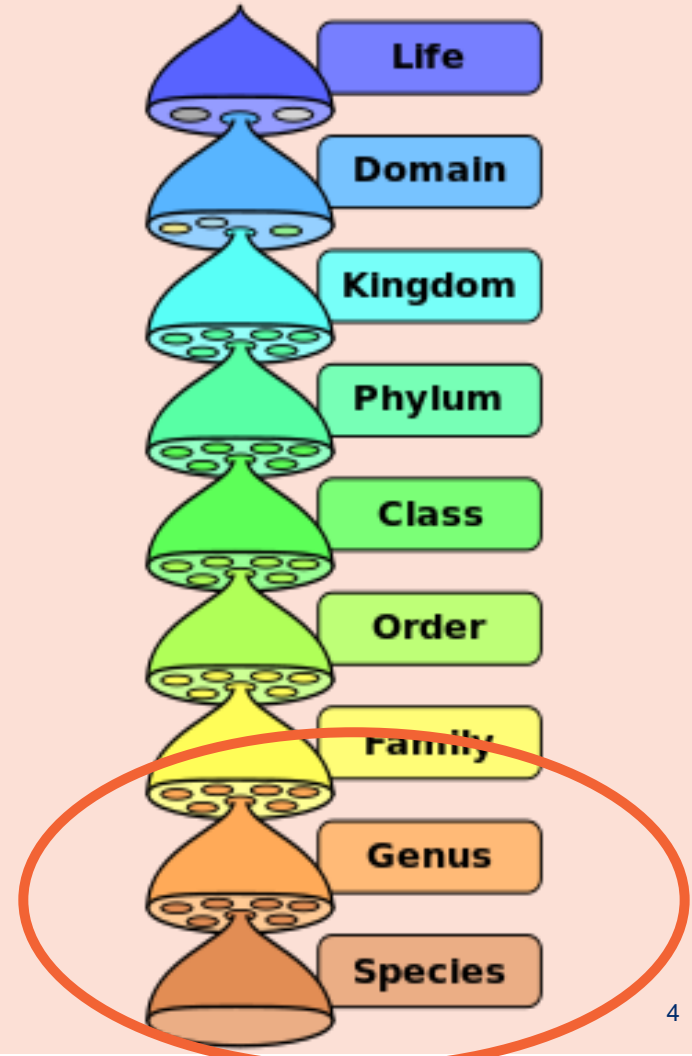First family (<u>potted plants</u>) → end 2013

GS1 ←→ Taxonomy

- **Segment**
  - **Horticulture & Garden/Lawn Supplies**
- **Family**
  - **Cut flower**
  - **Potted Plant**
  - **Garden Plant**
  - **Tree/Shrub**
  - **Bulb**
  - **Garden/Lawn Supplies**   (Non living)
- **Class**
  - **Genus**   (Plural → Genera)
- **Brick**
  - **Species**
- **Attributes**
  - **Feature type & value**

Life
Domain
Kingdom
Phylum
Class
Order
Family
Genus
Species

4

Discussion Points

Common names

Why top 21 potted plants?

Same Genus at More Families

Double genera (under different families)

Same Species at More Genera

Double species (under different genera)

Discussion Points

Common Names : Why?

- (Un-)awareness of botanical names

- Business uses common names / synonyms

- Dutch Registration often lacks English names

Please help to get the synonyms complete !

http://community.gs1.org/apps/org/workgroup/gsmpgpcsmg/

documents.php?folder_id=10737

(common names Excel in Community Room)

Common Names : Community Room

Common Names : Fill-in Excel

	A	B	C
1	Genus	Species	Common Name
2	Abelia		
3	Abeliophyllum		
4	Abies		fir
5	Abies	nordmanniana	caucasian or nordmann's fir
6	Abies	procera	noble fir
7	Abutilon		a.o. chinese bell flower, chinese lantern, indian mallow
8	Abutilon	x hybridum	
9	Acacia		mimosa
10	Acacia	armata	

Only **Common Name** can be entered/changed

Use filters to find your expertise area

Completed fields → Blue

Discussion Points

Why top 21 Potted Plants?

4096 is too much to do at once !

Which products first ?

- Sales figures US & EU
- **21 genera**   > 50 % market share
              = 109 genus/species

Cut Flowers / Garden Plants ?

- maybe top 30 or top 12 to reach > 50

Family	Genus	Species
Potted Plant	439	916
Cut Flower	497	970
Garden Plant	118	173
Tree/Shrub *	1490	1490
Bulb	94	547
Eindtotaal	2638	4096

* Tree/Shrub → No Species

Top 15 extended to 21 → Why ?

US	Grand Total	1.381.347	
	Top 15 US	812.586	48%
	Top 15 NL	397.075	29%
	extended to 21	**772.502**	**56%**
NL	Grand Total	1.494.313	
	Top 15 NL	866.701	58%
	extended to 21	**953.654**	**64%**

Beware! → $ or €   Sales (US) or Exports (NL)

Figures thanks to: US: USDA, National Agricultural Statistics Service
NL: Dutch Floricultural Wholesale Board

Discussion Points

Rosa

Same Genus at More Families

Same product → sold as cut flower or as potted plant or garden plant or shrub

But flowers and plants have different attributes !!

In the GPC Development Implementation guideline the purpose of a brick is defined as:

A Brick unambiguously identifies the category,

incorporating products :   'that share the same set of characteristics'.

Conclusion   → Different Bricks !!

Same Genus at More Families

Family	Genus	Species	Common name
Garden Plant	Kalanchoe		flaming katy or tom thumb
Potted Plant	Kalanchoe		flaming katy or tom thumb
Tree/Shrub	Kalanchoe		flaming katy or tom thumb
Cut Flower	Kalanchoe	beharensis	
Potted Plant	Kalanchoe	beharensis	
Cut Flower	Kalanchoe	blossfeldiana	
Garden Plant	Kalanchoe	blossfeldiana	
Potted Plant	Kalanchoe	blossfeldiana	
Potted Plant	Kalanchoe	daigremontiana	

Solution → Insert Family name:
- in Class definition   (for Genus)
- in Brick description   (for Species)

Discussion Points

Same Species at More Genera

Doubles only **3,9 %**

Family	Genus	Species	Common Name
Bulb	Tulipa	australis	tulip
Cut Flower	Baptisia	australis	
Cut Flower	Cordyline	australis	cabbage palm
Potted Plant	Cyathea	australis	
Potted Plant	Hoya	australis	
Potted Plant	Livistona	australis	
Bulb	Colchicum	autumnale	
Bulb	Leucojum	autumnale	
Cut Flower	Helenium	autumnale	

Solutions → next page

Solutions to Double Species

The agreed solutions to this:

- Insert Genus name also in Brick <u>description</u>

- Brick description already contains Family

Not only in case of doubles but always!

Bear in mind:

- → Brick code are unique anyways!

Examples Brick Description:

Cordyline australis cut flower

Brick Attributes

- Defined by business and product experts

- Use of classifications versus real values

- Per Family/Genus/Species   (types and values)
  - defaults per family & changes per genus and/or species

- Terminology and definitions should match other sectors

- Internationally agreed upon

Brick Attributes

Foreseeable attributes horticulture:

- Main Colour   (yellow, red, blue, …) classification
- Stem/plant height   (inches, centimetres, …) classification
- Pot/container size   (size, content, …) classification
- Growing medium   (pot ground, peat, sand, …)
- Age   (years, weeks, …) classification
- Form   (single stem, branched, artificially shaped)

*Guidance instructions will be provided for attributes that may change over time for these **living** products*

How do other segments / businesses define these ?

- Definitions? (e.g. imperial or metric system / ISO or own)

A list of valid attribute types from all GS1 sectors will be used

How the formatted layout was built?

Registration Database

Instruction how to build excel

Formatted Worksheet

Colour help

Plant Registration Database

PlantScope®

Resultaten
» Alleen afbeeldingen

<< 1 2 3 4 >>

Search criterium

Zoeken op

Productnaam / Volksnaam

australis

Kies product uit lijst...

→ Actiniopteris australis
→ Actiniopteris australis
→ Baptisia australis
→ Baptisia australis
→ Baptisia australis
→ Baptisia australis 'Blue Pearls'
→ Baptisia australis subsp. - var. minor
→ Carmichaelia australis
→ Carmichaelia australis
→ Celtis australis
→ Celtis australis
→ Clematis australis
→ Clematis australis
→ Cordyline australis
→ Cordyline australis
→ Cordyline australis 'Albertii'
→ Cordyline australis 'Atropurpurea'
→ Cordyline australis 'Black Tower'
→ Cordyline australis 'Coffee Cream'
→ Cordyline australis 'Green Goddess'
→ Cordyline australis 'Pacific Coral'
→ Cordyline australis 'Pink Stripe'
→ Cordyline australis 'Purpurea'
→ Cordyline australis 'Red Edge'
→ Cordyline australis 'Red Sensation'
→ Cordyline australis 'Red Star'
→ Cordyline australis 'Ric01'
→ Cordyline australis 'Southern Splendour'
→ Cordyline australis 'Sun Dance'

A lot of cultivars

NAAM	CULTIVARGROEP	TAXO NUMMER	PRODUCT NUMMER	#AFB	IN HANDEL?	GEBRUIK
tona australis		106266	313210		✓	
yline australis purpurea'			313115	1	✓	Potplant (bladplant)
yline australis 1' CHARLIE BOY		171883	311731		✓	
iopteris radiata Actiniopteris alis)			301610	1	☐	Potplant (bladplant)
iopteris australis		105441	301610	1	☐	Potplant (bladplant)
yline australis		102931	102931	1	☐	Potplant (bladplant)

VKC

Cordyline australis `Atropurpurea`

<< 1 2 3 4 >>

NL | UK

Too many cultivars (25.000) to use as GPC

Family

18

Plant Registration Database

PlantScope®

SYNONIEMEN

VOLKSNAMEN

Common names

Naam	Niveau		al
Kokerbromelia	Geslacht		NL
Bromelia	slacht		NL
Bromeliad	Geslacht		UK
Scarlet Star	Geslacht		UK
Bromelia	Geslacht		F
Bromelie	Geslacht		D
Guzmanie	Geslacht		D
Bromelias	Geslacht		ESP
Bromelia	Geslacht		I

REGISTRATIES

Datum	Organisatie
28-06-2006	Stichting VKC

UITERLIJKE KENMERKEN

Possible Attributes

Gebruikswijze	Kenmerk	Waarde(n)
Potplant (bloeiend)	Vrij kenmerk	Bloeiwijze is een gesteelde, robuste, onvertakte, brede aar, hoogte ong. 70 cm. Aar diameter gemeten over laagst geplaatst rood gekleurde bracteeën), tot ong. 30 cm, witte bloemen boven zichtbaar. Bracteeën middenrood (ca. RHS 046C) topje bij onderste bracteeën bruinrood.
	Planthoogte	60 cm - 70 cm
	Bladgrootte	50 cm - 75 cm
	Bladvorm	Lijnvormig
	Bladtop	Spits
	Bladoppervlak	Glanzend
	Blad, hoofdkleur	Donkergroen
	Bloeiwijze	Aar
	Bloemkleur	Rood-Middenrood RHS 046 C
	Bloemkleurverdeling	Eenkleurig / gaal

Family

Genus (Species) & 'Cultivar name'

CONSUMENTENTIPS

HANDELSCODES

Type	Code	Productgroep	Omschrijving
VBN code	28153	Potplant (bloeiend)	Guzmania 'Jubilation'

KWEKERSRECHTGEGEVENS & LINKS

PRODUCTROLLEN

Type	Organisatie/persoon
Registrant	Toon Kuipers BV, De Kwakel, Nederland

VKC

» Bestel beeld
» Print deze pagina

Instruction how to build the Excel

Worksheet name	Content
1 Names	for extensions of Common Names for Genus & Species
2 Product All	filled with Plant-registration Data
3 Products without Tree Species	to be made from Worksheet 2 by **Copying only unique Rows** (skip tree species)
4 Count Genus & Species per family	sub-totals function on Worksheet 3
5 Raw data Top 21 potted plants	from Worksheet 3 by filtering the **Family** → potted plant and **Genus** → top-21 genera
6 Formatted Top 21 PP	formatted GPC input → top-21 genus/species
7 Colour	translation service for Brick Attributes Colour colour-coding systems and with their equivalents

Segment & Family

Segment Description	Segment Definition	Family Description	Family Definition
Horticulture	Products of (once) living plants or parts of plants for decoration purposes (non food) with a usage as cut flower, potted plant, garden plant, tree, shrub or bulb and non living/artificial products as Lawn/Garden Supplies	Potted Plant	Includes any products that may be described/observed as living plants in a container or pot as decorative ornament for use inside a house or office. In short: any plant in some pot

Class & Brick

Class Description	Class Definition	Brick Description *	Brick Definition **
Ficus	Potted Plants specifically of the genus Ficus : also known as (weeping) fig	Ficus elastica potted plant	Potted Plants within the genus Ficus specifically of the species elastica : also known as rubber plant
Hydrangea	Potted Plants specifically of the genus Hydrangea	Hydrangea other potted plant	Potted Plants within the genus Hydrangea not defined as any specific species

* forms the "official botanical name" of the actual products within the Genus/Species combination; followed by the family

** ='5 Raw data Top 21 Potted Plants'!A3&"s within the genus "&H3&ALS('5 Raw data Top 21 Potted Plants'!C3<>"";" specifically of the species "&'5 Raw data Top 21 Potted Plants'!C3&ALS('5 Raw data Top 21 Potted Plants'!F3<>"";" : also known as "&'5 Raw data Top 21 Potted Plants'!F3;"");" not defined as any specific species")

Colour Help

Colour Help

Colour is of major importance

Too many nuances → classification 11 colours   →

How to relate colours between:

- Registration data (Royal Horticultural Society)

- Hue (light, medium, dark)

- Computer Screen (RGB)

- Printed material (Pantone)

→ **Conversion table !!**

WHITE
YELLOW
ORANGE
PINK
RED
PURPLE
BLUE
GREEN
BROWN
GREY
BLACK
UNSPECIFIED
UNCLASSIFIED

Colour Help

ColourClass	SubColourClass	RHS	RGB	R	G	B	Pantone	---->> Example <<-----
ORANGE	ORANGE	032C	243-133-084	243	133	84	16-1343 TCX	
ORANGE	ORANGE	033C	245-132-096	245	132	96	19-1-3 C	
ORANGE	ORANGE	034D	226-134-102	226	134	102	P 45-4 C	
ORANGE	ORANGE	040D	255-117-092	255	117	92	16-1-3 C	
ORANGE	ORANGE	N172C	218-106-020	218	106	20	15-1-6 CP	
ORANGE	ORANGE	N163B	216-111-004	216	111	4	13-2-6 CP	
ORANGE	DARK ORANGE							
ORANGE	DARK ORANGE	N030B	252-076-002	252	76	2	1655 C	
ORANGE	DARK ORANGE	032A	240-086-039	240	86	39	17-1464 TCX	
ORANGE	DARK ORANGE	033B	239-083-039	239	83	39	17-1464 TPX	
ORANGE	DARK ORANGE	034B	200-085-052	200	85	52	7616 CP	
ORANGE	DARK ORANGE	034C	217-100-069	217	100	69	16-2-4 CP	
ORANGE	DARK ORANGE	N034D	206-097-074	206	97	74	173 U	
ORANGE	DARK ORANGE	035A	216-094-064	216	94	64	23-1-7 CP	
ORANGE	DARK ORANGE	035B	226-117-089	226	117	89	P 30-7 U	

Background cell colour is the RGB

Checklist Migration

WR 12-305 has been entered to support the horticultural sector. This change implies changes in GPC which may have an impact on trading partners using brick-codes under segment 81000000 – Lawn/Garden Supplies

MO's and GDSN-pools are requested to assess potential impact of the rename/migration of Bricks for Plants from Lawn/Garden Supplies → Horticulture

See:

GPC Horticultural Impact Assessment Checklist i1.docx
in the GPC Horticulture Project Community room

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