



Executive Q&A

with Justin King, Chief Evangelist and Vice President, Salsify
Member of the Foodservice GS1 US Standards Initiative Executive
Leadership Committee



Q. How has your company's participation in the Foodservice GS1 US Standards Initiative helped with strategic objectives as a solution provider and your own adoption and use of GS1 Standards, as well as your customers?

Through the Foodservice initiative, Salsify has recognized the potential in its dual role as both a disseminator and receiver of data from the Global Data Synchronization Network™ (GDSN®). This insight was vital to our understanding of how GS1 Standards can enable improvements for our customers' operations.

Q. What new technology trends do you see impacting the foodservice industry in the near future?

We believe that Artificial Intelligence (AI) has the potential to streamline the management of product data in the foodservice industry, in addition to contributing to business innovation and sustainability.

Q. What are some steps that companies in the foodservice industry can take to ensure they are well-equipped to handle digital transformation?

To set the foundation for a digital transformation, the digitization of product content needs to come first. Beyond that, foodservice companies should assess their current capabilities and develop a clear strategy with measurable objectives and Key Performance Indicators (KPIs). Collaboration with both internal stakeholders and external partners and suppliers is also critical to ensure that this digital transformation extends throughout the entire supply chain. Utilizing a common language, like GS1 Standards, can help facilitate this seamless integration across all members within the supply chain.

Q. What role do you see GS1 Standards playing in the future of the industry?

In a post COVID-19 environment, GS1 Standards will play a key role in helping the foodservice industry make critical strides in their supply chain operations. Through identifying, capturing, and sharing data in a standardized way, GS1 Standards can help enhance visibility from farm to fork. This is accomplished by helping to reduce waste and improve efficiency, aid in the adherence to food safety regulations, and support the monitoring and reporting of sustainability practices for sourcing, packing, and transportation.

And this is just the beginning. We also see GS1 Standards playing a role beyond the supply chain by enabling omnichannel experiences, supporting global sourcing, and integrating with emerging technologies for a smarter kitchen.