

## Metcash First to Reach Global GSInet® Data Synchronisation Milestone

Metcash and Nuttelex: the first trading partners in the world to go LIVE with synchronised item and price data on the Global Data Synchronised Network (GDSN)

The most significant difference between the old EANnet and new GSInet is that the latter is certified within the Global Data Synchronisation Network (GDSN). Companies registered with GSInet join 12,500 other companies in the GDSN and add to a combined data pool of more than 1.7 million items.

“We are pleased with what we have achieved. This is a milestone for the grocery industry and will continue to ensure the integrity of both static and pricing data received from our trading partners. This will benefit Metcash internally and the independent retailers we host support data to” said Michael Haire, General Manager E Data Administration for Metcash.

Maria Palazzolo, CEO for GSI Australia said “we have had confirmation that GSInet is the first data pool of more than 20 global data pools within the GDSN to go live with price synchronisation.”

Based on the GSI System of global standards, GSInet enables trading partners at every step of the supply chain to synchronise their product data and gain secure access to product information including attributes such as: trading terms and pricing, product availability, release dates, packaging, dimensions and imaging for shelf space management.

Over the next seven months all Metcash suppliers will move item data from EANnet to GSInet.



## Branded Meat a Winner

The Royal Agricultural Society of NSW has awarded two gold medals at the Branded Beef Competition held at the Spring 2007 Sydney Royal Fine Food Show. Gold medalists in the Open Class were Stockyard Gold Grain Fed Beef from Queensland ([www.stockyardbeef.com.au](http://www.stockyardbeef.com.au)) and Certified Australian Angus Beef from Victoria ([www.caab.com.au](http://www.caab.com.au)) who also won silver, impressing judges with the quality and integrity of their product.

Branded Beef was introduced to the Sydney Royal Fine Food Show in 2005 with the requirement that all exhibits be MSA graded products and available on the domestic market, ensuring that the standard was consistent with the show charter of promoting agricultural excellence.

## Tasmanian Gourmet Lamb

Aurora Lamb, the new 60 day grain-fed lamb produced in Tasmania using strict stress management techniques, is experiencing strong export growth in Asia and Russia. There is growing demand to feature it on menus in leading restaurants such as Singapore’s legendary Raffles Hotel.

The introduction of the lamb, which is grazed for up to 60 days on a high protein diet of fourteen natural grains, drinking only the purest Tasmanian water, follows its launch earlier this year to Australian chefs.

([www.auroraproduce.com](http://www.auroraproduce.com))



### Footnote

While many boutique suppliers are only supplying the restaurant trade or specialised butchers, it is important to know the developments in meat marketing. This may influence the direction supermarket meat may take in the future.

John Markham



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