

**“GS1 global standards help us
keep our eggs in check.”**



between the lines

At GS1 UK, we work hard to have a positive impact on every single one of our members, whoever they are and whatever the size of their business. That's why we've invited our members to tell us how working with us is making a difference to them.

Today, we're speaking to Elwyn Griffiths, Commercial Director at Oaklands Farm Eggs.



The Global Language of Business

Hi Elwyn, can you tell us a little bit more about what Oaklands Farm does?

“Oaklands Farm is a family-run company, producing 700 million eggs every year. We have British Lion, Grade A packing stations across the UK and we’re one of the largest producers of eggs in Europe.”

How long ago did you start out – and how have you grown since then?

“Oaklands Farm was first hatched by first generation farmers Aled and Olwen Griffiths in 1969. Since then, we’ve grown beyond all expectations. We’re now a key player in the poultry industry and we’re leaders in innovation, welfare and technology.”

How have GS1 standards helped with that growth?

“We process 700 million eggs every year. With so many eggs identification and communication is absolutely vital. The beauty of using GS1 standards is that they help us to do that efficiently and effectively.”

“Quality assurance has never been more important in the food services industry. And GS1 standards, coupled with DEFRA codes, mean we can track our eggs from the hen to the customer’s plate. If something does go wrong, we can identify when, where and how the egg was produced quickly and easily.”

“That ability to ensure quality assurance has been integral to our growth.”

How have you applied GS1 standards to your own key products?

“We follow a strict technical procedure with barcoding, which helps to identify products for our customers.”

“We use GS1 standards in combination with DEFRA codes, which show whether an egg is caged or free range, as well as the date of production. As I mentioned, this is absolutely crucial when it comes to quality assurance.”

“When we apply those standards, we rely heavily on the guidelines and readily available support from the GS1 UK team.”

What would you say are the key benefits of working with GS1 UK?

“The most valuable benefit, to us, has been having an immediate, single point of contact at GS1 UK. They’re happy to help at any time with any queries that are highlighted by us, or by our customers.”

“GS1 standards have also helped us improve our supply chain through clear and consistent identification on our packs, outer cases and pallets, which has really helped with our relationships with retail partners.”

How do you see GS1 standards helping you in the future?

“I believe that as Oaklands Farm grows, our use of GS1 standards will grow with us. GS1 UK’s support has been invaluable and we’ll definitely continue to rely on this as time goes by.”

“We know that GS1 standards will be an integral part of our trading relationships with new customers.”

Overall, how would you say GS1 UK has helped you trade with your customers?

“GS1 UK has been an essential part of building relationships with our customers. Their advice, the global standards they supply and their help in ensuring quality assurance just make such a huge difference.”



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