

Animal Health Products Identification Standard



What is IFAH?

IFAH (International Federation for Animal Health) is the federation representing manufacturers of veterinary medicines, vaccines and other animal health products in both developed and developing countries across five continents.

Its goal is to promote a harmonised, science-based regulatory and trade framework, and marketplace environment that supports an animal health industry which is economically viable and innovation driven, contributing to a healthy and safe food supply as well as a high level of animal health and welfare.



TO ACCESS REGIONAL INFORMATION, CLICK ON THE MAP

IFAH Corporate members



Alpharma Animal Health Division



Bayer HealthCare AG, Animal Health Division



Boehringer Ingelheim Animal Health



Elanco Animal Health



Intervet International BV



Janssen Animal Health



Merial Ltd



Monsanto Company



Novartis Animal Health Inc



Pfizer Inc., Animal Health



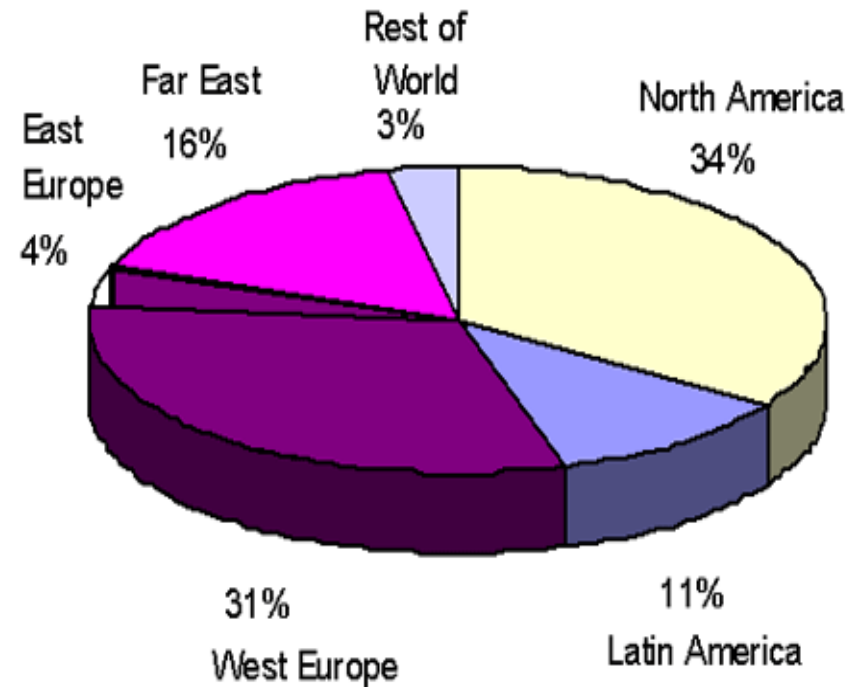
Schering-Plough Animal Health



Vétoquinol



VIRBAC SA



Source: Wood Mackenzie

Total = \$13,700 million


Associations network



cani / csca
CANADA

AHI ANIMAL HEALTH INSTITUTE
UNITED STATES OF AMERICA

Industria Farmacéutica Veterinaria
MEXICO



BELGIUM
CROATIA
CYPRUS
DENMARK
FRANCE
GERMANY
GREECE
IRELAND
ITALY
NETHERLANDS
POLAND
PORTUGAL
SLOVENIA
SPAIN
SWEDEN
SWITZERLAND
UNITED KINGDOM

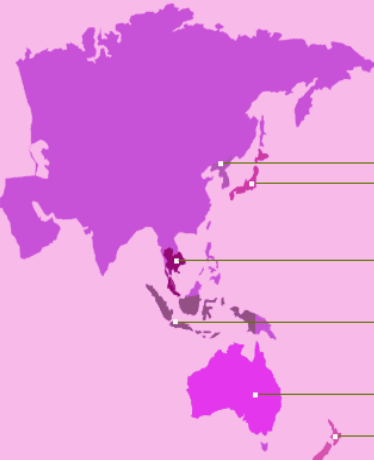


SINDAN
BRAZIL

Caprove
ARGENTINA



PO Box 1995
Halfway House, 1685
Republic of South Africa
Phone: +27 11 805 2000
Fax: +27 11 805 2222
E-mail: jan@avcasa.co.za
Website: <http://www.avcasa.co.za>



KAHPA
KOREA

JVPA
JAPAN

AAHA
SOUTH EAST ASIA

INDONESIA

AUSTRALIA
Animal Health Alliance

NEW ZEALAND
AGCARM

- A highly regulated business:
 - EU 2001/82 and 2004/28 directives impose the traceability of the products per batch for each step in the distribution as well as the storage of data for 5 years,
 - EU 852/2004 directive impose the record of use at the point of use,
 - Italy: decree 306 impose that the batch number is printed in a barcode as soon as 01/2008.
 - Market pressure increase to bring a data capture support.



A risky situation for industry

- Risk of different systems :
 - from the market (stakeholders, manufacturer's choices)
 - imposed by authorities (member states)
 - confusing situation at every level
 - costs difficult to control
- A short term dead line

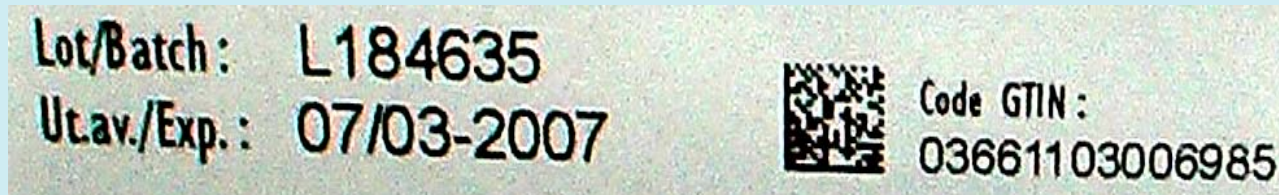


Adoption of the standard

- Several working teams envisaged solutions since 2000
- 2003: Industry decides to take the lead,
 - IFAH create a Global Traceability Core Team with the objective to set up a global standard.
 - Main target: to avoid multiplicity of solutions from Industry, Authorities or the Market.
- October 2004: decision of IFAH to use a standard based upon:
 - GS1 standards
 - Use of the Datamatrix ECC200 symbol.
 - worldwide scope
 - recognized as the best solution in the present state of the art, complying with the regulations and for tracing inside the Supply Chain.
 - stable and affordable solution
 - Industry committed to implement in Europe before end of 2007.

The standard

- The standard is global, using GS1 EAN128 syntax standard
- GTIN is used to manage product sold in various places (multilingual packaging under EU registration)
- Minimum data required: expiry date and batch number.
- Symbol: Datamatrix ECC200 under ISO 16022



Benefits of the standard

- Avoiding multiplicity of solutions means reducing complexity hence costs
- Smallest size at the moment: few changes in artworks
- Expandable content: flexibility
- Readable in any direction
- Robust with Reed-Solomon code
- Codified under international recognized standard
- Printable using all usual technologies: laser, ink -jet, thermal transfer
- No additional running costs



- Why a barcode and not RFID?
 - In 2003/2004 no real large scale use of RFID for consumer goods,
 - RFID technology did not look stabilized enough for a use that need to last for long
 - RFID cost still too high compared to the value of sold goods
 - The 2007 deadline leaves too short time for experiment then roll out.



- Convincing stakeholders

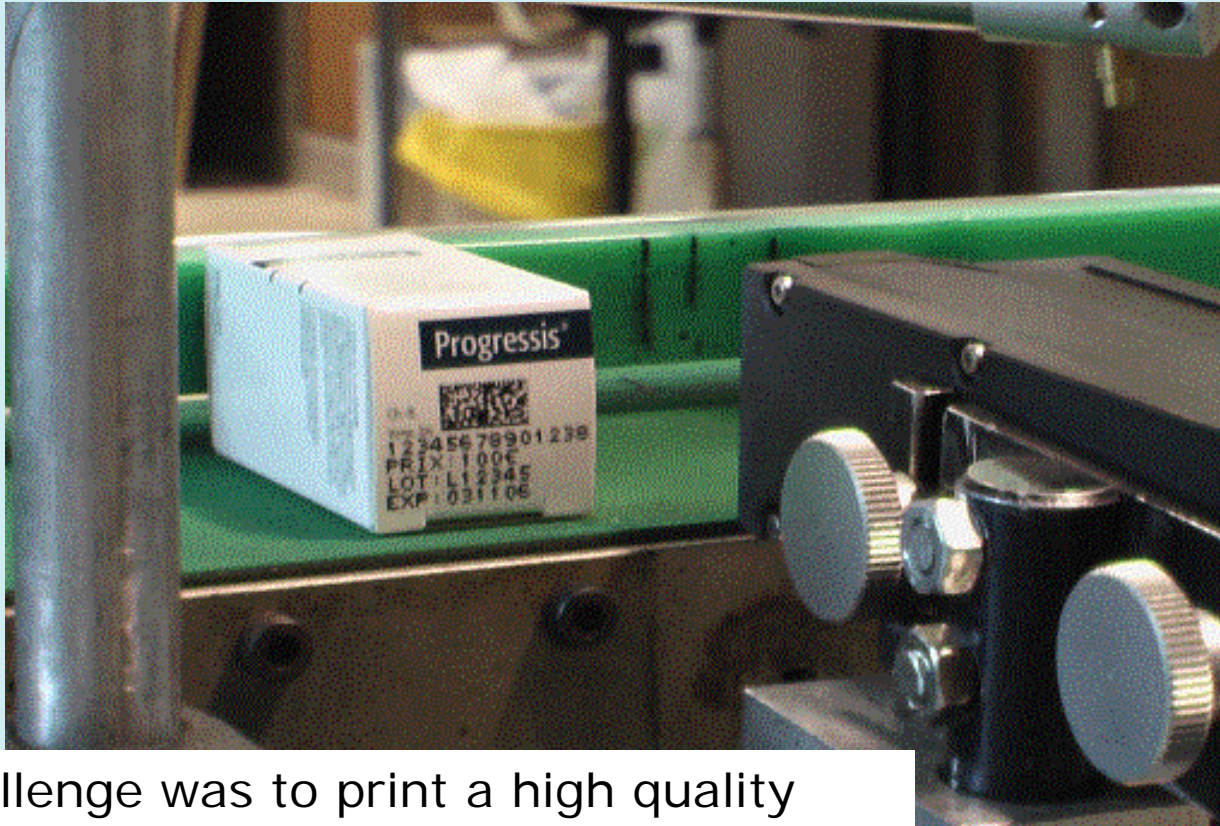
- A large communication plan towards all stakeholders: all EU AH local federations
- Non IFAH members, toll manufacturers
- Authorities where required
- Customers, end users
- Human health Industry organizations

- Starting rapidly implementation (August 2005)

- Communication on implementation time frame and periodical reviews on progress against schedule



In-line inkjet printing



The challenge was to print a high quality grade Datamatrix code (orthogonal) and 4 lines of text at a time on a moving carton without decreasing the speed (35m/mn) and on an area not exceeding 30x20mm (carton flap)



- Integration of the Datamatrix code without costly packaging re-design
- Limited investment
- No loss of yield
- Customers and authorities satisfaction
- Adoption by EFPIA of the same standard for human medicine

