



Publish your Item Data to Feeding America via Data Synchronization

January 22, 2013

Dear Valued Feeding America Donors,

Last year, Feeding America joined the Global Data Synchronization Network (GDSN) and reached out to selected donors and vendors via our data pool of choice, 1WorldSync with a request to exchange the accurate product data of donated and purchased items to Feeding America via data synchronization. As one of our valued donors/vendors, we would like you to know the progress that has been made so far.

- **Over 40 donors and vendors have published their item information to Feeding America via GDSN including:**
 - Kellogg's, Pepsi, Coca-Cola, General Mills, Nestle, ConAgra Foods, Abbott Nutrition, Del Monte and many others
- **Over 40,000+ GTINs in our ERP database**

Your organization was also contacted with a request to synchronize. Unfortunately we have not received your organization's item data via data synchronization. We once again request our donors and vendors to support us in this important initiative in order to make the movement and delivery of donations more efficient and accurate.

Your next steps are:

- Complete the [Feeding America Trading Partner Form](#)
- Publish your product information via data synchronization to Feeding America GLN **1100001016020**. Visit <http://pdm.1sync.org/customers/feeding-america> for additional information
- Attend a **free webinar** hosted jointly by Feeding America and 1WorldSync on **Wednesday Jan 30, 2013 at 10:00 AM Eastern**. [Register](#)

It is important that our donors and vendors understand the significance of Feeding America having access to critical information electronically on the donated products including ingredients, nutrition and recalls.

Some of the common questions/comments that are asked regarding our GDSN request:

Why is Feeding America asking its donors or vendors to exchange product information via GDSN?



- *Feeding America, through its network of over 200 food banks, move 3 billion pounds of food annually. Food banks in our national network adhere to the same guidelines that grocery retailers, distributors, wholesalers and restaurants must follow. Using the global identifiers, UPC/GTIN in all our facilities will allow us to manage **food safety** (product recalls and traceability) and **nutritional analysis** (nutrition facts, ingredients & allergens) all of which will in turn allow us to better serve our community.*
- *Moving donations in an efficient manner is crucial to emergency food assistance. Data synchronization with our donors and vendors will further improve our operations allowing us to reach people in need faster.*

We do not donate our products to Feeding America so why should we publish product information to them?

- *With unprecedented need for hunger relief, Feeding America receives support from many manufacturers including PepsiCo, Coca-Cola, Perdue, Kraft, Tyson, Heinz; retailers including Walmart, The Kroger Company, Sam's Club, Target, Walgreens; and distributors including McLane Company, SYSCO, Ralcorp Holdings, Inc, ConAgra. We also receive donations from end users or consumers via food drives.*

We may not be receiving product donations directly from your organization, but from other sources. Having item information for donated items in our ERP systems before the donations arrive, will help us track them more efficiently and accurately.

We donate overstock/slightly imperfect packaged products that does not justify sharing information.

- *All items donated to Feeding America move to reach a client in need. Together we all are responsible for maintaining food safety and nutritional information on overstock/imperfect packed items as well.*

Do I need to publish private label products that we sell to other retailers?

- *For now please provide item information of your branded products.*

If you have additional questions on how to publish your item information to Feeding America via data synchronization, please call 1WorldSync Customer Support at +1 866.280.4013 or customersupport@1worldsync.com.

Feeding America really appreciates your support.

Sincerely,

Kevin Lutz
Sr. Vice President of Technology
Feeding America