

10 Critical Conditions for Scaling QR Codes on Meat Products

More and more major retailers are exploring the use of QR codes with best before dates to improve control over fresh meat products and work more transparently with consumers and supply chain partners. The ECR report identifies 10 critical conditions that must be in place to successfully scale within the meat supply chain. Based on the independent ECR report (2025)

01

QR codes support future regulatory compliance

QR codes with shelf-life information can help meet (future) food safety and waste reduction regulations.

02

Make food waste reduction a strategic priority

Involve top management to ensure sufficient budget and attention.

03

Standardization as the key to growth

GS1-based QR standards are essential for interoperability and sustainable growth.

04

One point of contact, one clear direction

Assign a clear internal owner who coordinates the project across all departments.





05 Develop a solid business case

Define success criteria, measure ROI, and weigh costs and benefits.

06 Ensure technological readiness

Systems like POS, ERP, and logistics must be able to read and process QR code data.

07 Engage internal teams

Train employees and integrate QR code data into daily workflows.

08 Prepare suppliers and partners

Ensure supply chain partners and retailers are involved in standards and planning.

09 Build consumer trust

Emphasize the value of these codes for shelf-life and product information.

10 Ensure no one is left behind

Consider small suppliers and consumers without smartphones.



Let us help you explore innovative coding and marking solutions for food packaging, ensuring traceability, compliance, and production efficiency.



TALK TO AN EXPERT

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