



## Local business news: Produce tracking

April 27, 2009, The Bakersfield Californian

Bakersfield agribusiness company Sun World International LLC announced Monday that it soon will roll out a system designed to help retailers and consumers trace the origin and potentially the safety of its produce.

Sun World said it will put into place this spring the HarvestMark system developed by YottaMark of Redwood City.

YottaMark's system marks produce bags, boxes and selected individual items in a way that links them to up-to-date, online information as specific as when and where the produce was grown and harvested. Such data can be key to addressing food safety problems.