



Press Release

Foxy Brand Strawberries Become Traceable with HarvestMark®

Camarillo Berry Farms - strawberry grower-shipper for the prominent Foxy brand - deploys item-level traceability to enhance food safety and bring new information to consumers

Redwood City, Calif. - April 16, 2009 - YottaMark, Inc., the leader in traceability and authentication solutions, today announced that Salinas, Calif.-based Camarillo Berry Farms has selected its HarvestMark® solution for unit-level traceability of strawberries. Packaged under the popular Foxy brand, Camarillo Berry Farms will use clamshells with HarvestMark codes to deliver easy trace back to its buyers and new levels of information to consumers interested in learning more about the product.

"Consumers want peace of mind when it comes to food they purchase at the store," said Kiana Amaral, food safety director, Camarillo Berry Farms. "With the deployment of HarvestMark, we now have the channel to instantly communicate the quality and safety of our berries, sharing profiles our growers, harvest practices and food safety information."

Camarillo Berry Farms will deploy HarvestMark on all the berries it ships in 2009, starting this spring. HarvestMark traceability codes found on Foxy brand strawberry clamshells can be entered at HarvestMark.com for instant access to product and traceability information - bringing new food safety and quality tools to buyers, and connecting the consumer with the farmer and the harvest. Access to on-demand information on product quality and time to market, which can be correlated to the farm, crew, and date helps speed response to potential food safety issues and enhance safety across the supply chain. Foxy will also plans to use HarvestMark to deliver marketing information such as coupons, recipes and surveys for consumer feedback.

"Traceability is an essential element of the global produce supply chain," said J. Scott Carr, president and CEO, YottaMark. "We are excited to be selected as the traceability partner for Camarillo Berry Farms. The HarvestMark solution draws on years of experience implementing traceability with field-packed products. We look forward to working closely with Camarillo Berry Farms to deliver new food safety and quality tools to their buyers, and create new connections between the Foxy brand and the consumer."

HarvestMark is the leading traceability platform for fresh produce. The HarvestMark solution includes both item-level and Produce Traceability Initiative (PTI)-compliant case-level traceability. With HarvestMark, shippers can deliver on-demand access to harvest, distribution, quality, and food safety information, when and where it's needed. HarvestMark is in use today by dozens of produce growers and shippers across the U.S., Canada, and Mexico who have chosen the platform to easily deploy effective traceability across a wide range of produce products.

To learn more about HarvestMark, visit www.HarvestMark.com or call 1-866-76-TRUST (or +1.650.264.6200).

About YottaMark, Inc.

YottaMark, Inc. specializes in product traceability and authentication solutions that deliver valuable business intelligence when and where it's needed. Leading companies in the fresh foods, electronics

and consumer goods industries rely on YottaMark's robust traceability platform to conduct precise trace back, enhance communication, and increase security in their supply chain.

[HarvestMark](#)[®], the fresh food traceability solution from YottaMark, is the industry's fastest growing traceability application. To date, nearly 200 million produce items are enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain, all the way to the consumer.

Designed for field- and line-packed produce, HarvestMark is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative (PTI). It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a variety of packaging formats making it quick to deploy with no interruption to business operations.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at www.YottaMark.com and www.HarvestMark.com.

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