



Shoppers can track Kroger salad origins

October 28, 2009

The Enquirer

Kroger has introduced a new line of fresh salads, which include new technology on the packaging that enables customers to learn where the produce was grown as part of Kroger's "Quality You Can Trace" program.

As shoppers become more interested in the nutrition, origin and quality of the food they purchase, downtown-based Kroger has teamed with HarvestMark, a Redwood City, Calif.-based provider of a food traceability system, to give customers a way to learn more about where the produce used in Kroger salads was grown.

Fresh Selections by Kroger are quality, pre-washed ready-to-serve packaged salads available in produce departments in Kroger's family of stores.

Priced from \$.99 to \$4.99, depending on the variety and the market, Kroger's Fresh Selections are the only salads with HarvestMark technology sold in the U.S. today.

Each bag carries a 16-digit code shoppers can enter at HarvestMark.com to learn more about the salad's origin, packing location, ingredients, date and time the product was packed. Customers can also offer their feedback on the product.