



California Giant Berry Farms Launches Traceability Pilot Program

April 21, 2009

Fresh Plaza

California Giant Berry Farms, a leading berry grower and shipper in the United States, will deploy HarvestMark® solution for unit-level traceability of strawberries next week. HarvestMark codes on California Giant strawberry four-pound clamshells will deliver instant trace-back to its buyers and new levels of information to consumers interested in learning more about the products they purchase.



"We take great pride to ensure quality, flavor and customer service every day," said Cindy Jewell, director of marketing. "As an industry leader in food safety and quality practices implementing HarvestMark in this initial program extends our ongoing food safety program and creates a dynamic channel to tell our story and deliver valuable information to our customers."

HarvestMark traceability Codes found on the 4lb. California Giant strawberry clamshells can be entered at www.HarvestMark.com for instant access to harvest data, country of origin, grower profiles and other information that such as recipes and health and nutrition information. California Giant and its growers can also obtain on-demand information on product quality feedback and time to market, which can be correlated to the farm, crew and date, to enhance product management and enhance an already strong food safety program. California Giant chose to launch the HarvestMark as a pilot program first to ensure success throughout the system from field to consumer before rolling out the complete program to all pack sizes in all regions.

"California Giant is one of the leaders in the berry category, and providing traceability will only further elevate the great experience buyers and consumers have come to expect with the California Giant brand," said J. Scott Carr, president and CEO, YottaMark. "We're excited to be working with one of top berry producers in the country to help launch its traceability initiative with HarvestMark."

The company selected HarvestMark for its pilot program on traceability because of their 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.