

## Bruce Peterson drops in at YottaMark

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By Carl Collen, Fruitnet

The former Naturipe CEO and Wal-Mart executive has joined the group's board of advisers

US Traceability and authentication specialist YottaMark has announced that produce industry veteran Bruce Peterson has joined its board of advisors, where he will advise the group on policy issue and strategy.

Mr Peterson makes the move following a spell at chief executive officer of Naturipe Farms, a post he vacated in January this year, having previously held the position of senior vice-president of perishables at retail giant Wal-Mart Stores Inc.



"Traceability is an essential tool for food safety across the perishables supply chain, and a burning issue that the industry is addressing head-on with coordinated efforts," said Mr Peterson. "I am encouraged to see the level of progress and impact the Harvest Mark solution has made in the fresh food industry."

YottaMark president and CEO J. Scott Carr welcomed Mr Peterson to the advisory board, and said that to have such a high-calibre member on board was "an honour".

"His expertise and guidance will undeniably help shape the success of the company, and continue to advance HarvestMark as the premier traceability solution for the fresh foods industry," he said. We look forward to working with Bruce in the months ahead."

HarvestMark is the fresh food industry's fastest-growing traceability application, designed for field and line-packed produce, with nearly 300m produce items enabled with the system's codes to date.

"The HarvesMark solution is providing grower/shippers an efficient and cost-effective way to increase food safety and comply with the Produce Traceability Initiative," Mr Peterson added. "And, the solution allows retailers and shippers to create new connections with the consumer. I look forward to working with the talented team at YottaMark during this phase of growth."