



YottaMark Advisory Board; Adds Bruce Peterson To Roster

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By Jim Prevor's Perishable Pundit

Some individuals seem to always attract the interest of many in the trade. So it goes with Bruce Peterson. We have covered his actions and recorded his insights many different times:

[Wal-Mart's Bruce Peterson Resigns](#)

[Bruce Peterson Focuses On Traceability](#)

[Bruce Peterson Lands At Naturipe As Its New President/CEO](#)

[Naturipe's Peterson Builds All Star Management Team](#)

[Peterson Steps Down As President/CEO Of Naturipe, But Joins Its Board Of Directors](#)

Now comes word that Bruce is involved with a new industry activity:



"Bruce Peterson Joins YottaMark Advisory Board: Former Wal-Mart Executive to drive policy and retail strategy for the HarvestMark fresh food traceability business."

As we told [USA Today](#), YottaMark is the leader in this field and with Bruce's long time interest in [traceability](#), this is a good place for him.

What the industry thinks of as YottaMark has a particular scope as a traceability tool. Although the company actually sells various options that encompass case-level and pallet-level capabilities, its marquee product is an item-level label. It is wonderful with a clamshell or bag and on products where the primary issue is a risk of contamination at the source. It doesn't really provide a solution for repackers or situations in which contamination occurs later along the supply chain. In other words the product doesn't track what wholesaler or purveyor or trucker handled the product.

We do suspect, though, that its "item" orientation, as opposed to the Produce Traceability Initiative's "case" orientation, is more in consort with whatever regulations the federal government may come up with in this space. We suspect that this opportunity to sync industry technology with any future federal regulation is part of what would make this opportunity appealing to Bruce.

For ourselves, we have been impressed with the potential for YottaMark as a marketing tool. We have done much work in [traceability](#) but also much in [sustainability](#), and we think the ability for consumers to not only trace back their food but to come to know the farmer or the farm through written narrative, online audio and video and photos is very likely to change the way consumers relate to brands and to food.

We wish both Bruce Peterson and the folks at YottaMark a rich and productive collaboration.