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Kroger Bows 'Quality You Can Trace' Pledge on Signature Fresh Salad Line

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By Meg Major, Progressive Grocer



With produce traceability factoring as a front and center issue among grocery trading partners, the Kroger Co.'s new proprietary line of fresh salads includes new technology on the packaging that enables customers to learn where the produce was grown as part of grocery chain's "Quality You Can Trace" program.

Kroger has tapped YottaMark's HarvestMark traceability solution to help spearhead its leadership role in providing its customers with an easy way to learn more about the origin of the fresh produce used in its Fresh Selections signature-brand pre-washed, ready-to-serve packaged salad line available in the produce departments of its 2,470 supermarkets in 31 states.

Priced from 99 cents to \$4.99, Kroger's Fresh Selections are thus far the only salad line in the nation to employ HarvestMark technology, which furnishes a unique 16-digit code on each salad bag to enable shoppers to learn more about the salad's origin, packing location, ingredients, date and time of packing, and feedback online, at HarvestMark.com.

"Kroger continues to be a leader in offering customers innovative food safety tools and resources," said Joe Grieshaber, Kroger's group VP of meat, seafood, deli and produce departments. The Cincinnati-based retailer's partnership with HarvestMark follows similar proactive customer outreach efforts Kroger has launched in the past two years, including an enhanced system to notify customers of certain product recalls, as well as a "Safe Grilling" campaign launched earlier this year to remind customers about the four keys to safe grilling: Chill, Clean, Separate and Cook.

"Food safety is a top priority at Kroger," affirmed Grieshaber. "Our partnership with HarvestMark makes it easy for customers who are interested to learn more about the food they purchase for themselves and their families. Kroger is committed to helping our customers prepare safe and delicious meals for their families," he added, noting the chain's commitment to continue offering "innovative and affordable food safety technology."