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## **Driscoll's Launching Item-Level Traceability on National Scale**

Fresh berry supplier Driscoll's wants everyone in the distribution chain, including consumer end users, to be able to trace its berries products back to the source.

The produce packer said it has selected YottaMark's fresh food traceability solution- HarvestMark - to deliver unit-level traceability of its berries. Driscoll's will apply HarvestMark Codes on the labels of each clamshell to provide unit-level traceability information via a secure Internet portal.

Different levels of information can be available to each constituent group, providing appropriate security and control, said Driscoll's. Buyers can access data via the Internet, while consumers can access traceability and new marketing programs through the Internet or in-store HarvestMark kiosks.

The integration of HarvestMark is now starting expanded field trials, with full rollout to follow.

"Food safety has always been a priority at Driscoll's. We see traceability - and the information it provides - as an essential element of our food safety program and another way to delight berry consumers," said Miles Reiter, Driscoll's chairman/c.e.o.

The GS1-compliant HarvestMark solution from YottaMark can be implemented without the need for technology in the field, speeding deployment and ensuring that traceability can be implemented with no negative impact on picker productivity, said YottaMark. The instant information delivery at the unit-level speeds trace-back and trace-forward transactions in response to suspected recall events, enhancing food safety for all involved.