



Bruce Peterson Joins YottaMark Advisory Board

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By Meg Major, Progressive Grocer

Produce industry veteran Bruce Peterson has joined YottaMark, Inc.'s board of advisors, for which he will advise the traceability and authentication solution leader on policy issues and strategy as the company continues to deliver innovative food safety and traceability solutions for the produce and perishables market.

Previously SVP/perishables for Wal-Mart Stores, Inc. and most recently CEO of Naturipe Farms, Peterson currently is president of Peterson Insights, a strategic produce industry consulting firm that has played a key role in the development and rollout of the Produce Traceability Initiative (PTI).

"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 Peterson. "I am encouraged to see the level of progress and impact the HarvestMark solution has made in the fresh food industry. The HarvestMark solution is providing grower/shippers an efficient and cost-effective way to increase food safety and comply with the Produce Traceability Initiative," he said, adding that the solution "allows retailers and shippers to create new connections with the consumer."

To date, nearly 300 million produce items are enabled with YottaMark's HarvestMark codes, which speed response to suspected recall events and deliver on-demand product information throughout the supply chain, all the way to the consumer.