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## **Kroger makes knowing salad origins easier**

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**CINCINNATI (Oct. 28)** Kroger has partnered with HarvestMark to make it easier for customers to trace the origins of the store's produce.

On Kroger's pre-washed packaged salads, ranging from 99 cents to \$4.99, consumers will find a 16-digit code that they can enter at HarvestMark.com to learn more about the salad's origin, packing location, ingredients, date and time the product was packed. Customers can also offer their feedback on the product.

"Kroger continues to be a leader in offering customers innovative food safety tools and resources," said Joe Grieshaber, group VP of Kroger's meat, seafood, deli and produce departments. "Food safety is a top priority at Kroger. 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."