

# THE PACKER

## HarvestMark provides free traceability tool

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By Pamela Riemenschenider

ANAHEIM, Calif. —

Redwood City,

Calif.-based YottaMark Inc. wants to help shippers become compliant with the Produce Traceability Initiative and is providing an essential tool.

The company made its available to growers and

“For PTI to work, everybody has president and chief executive HarvestMark tool at the Produce 5.

HarvestMark’s iPhone their products using iPhones also

The program is free through the traceability through HarvestMark products are going and

**Scott Carr, president and chief executive officer of Redwood City, Calif.-based YottaMark, said his company offers free assistance to anyone to obtain GTIN product codes, regardless of whether they are HarvestMark clients. The company’s item-level traceability iPhone application also is ready to use, pending Apple store approval.**



HarvestMark GTIN Assignment Tool shippers at no cost.

to have this number,” said Scott Carr, officer of YottaMark, which displayed the Marketing Association Fresh Summit Oct. 2-

application that allows consumers to trace is ready to go, Carr said.

iPhone application store. Item-level offers clients a unique view of where their opportunities to get direct feedback from consumers through the HarvestMark Web site.