

THE PACKER

Bruce Peterson joins board of traceability specialist

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By Andy Nelson, The Packer



The former perishables chief at Wal-Mart Stores Inc. has joined the advisory board of a traceability services provider YottaMark.

Bruce Peterson, who stepped down in 2007 as senior vice president and general merchandise manager of perishables at Bentonville, Ark.-based Wal-Mart, will lend his policy and strategy expertise to YottaMark Inc., Redwood City, Calif., according to a Yottamark news release.

Since leaving Wal-Mart, Peterson was president and chief executive officer of Naples, Fla.-based Naturipe Farms. He now runs his own consulting business, Peterson Insights.

YottaMark is the creator of the HarvestMark unit-traceability system, which offers per-item trace-forward and traceback capabilities.

"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," Peterson said in the release. "I am encouraged to see the level of progress and impact the HarvestMark solution has made in the fresh food industry."