

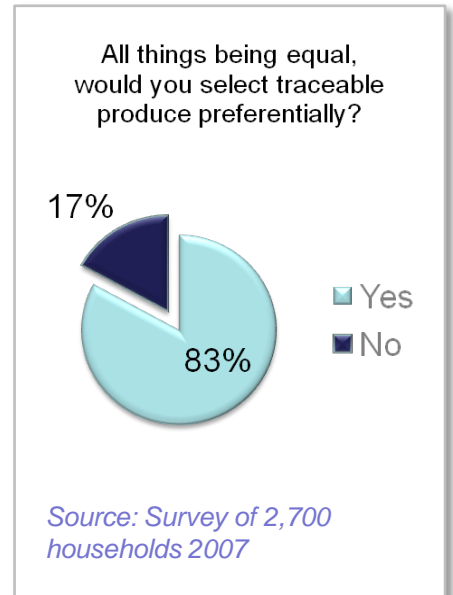
We are now using HarvestMark
for item-level traceability on our produce



The Benefits of Traceability

Traceability is a key issue for the produce industry today. As a leading supplier of safe, fresh and healthy produce, we now offer instant trace-back to the harvest event from a unique code on every single item.

Our customers and end consumers want to know more about the food they buy. We want to know more about our customers' preferences to continually improve.



What to look for on our label

Machine-readable traceability code.

Consumer-readable traceability code.

The HarvestMark® butterfly logo means the product is traceable.

Website to trace the product.



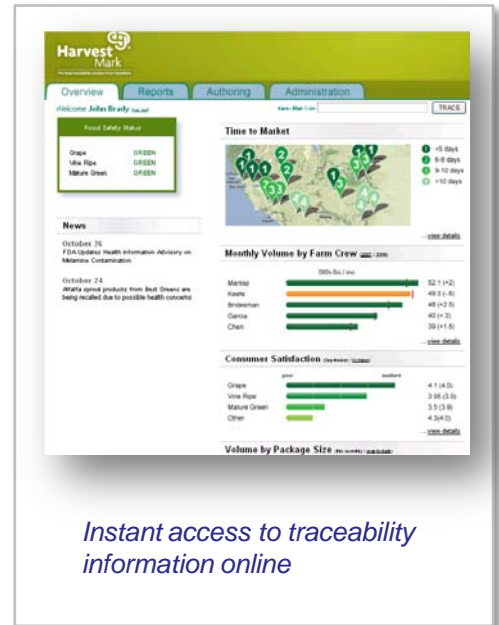
To find out more:
HarvestMark.com
(866) 768-7878

The benefits of HarvestMark traceability



Benefits for our customers

- ⌘ Faster, narrower, less costly recalls, and a quicker recovery in consumer confidence
- ⌘ Better visibility into the supply chain with instant access to relevant data that can lead to reduced shrink and better quality
- ⌘ Instant feedback to us about our products.



Benefits for end consumers

- ⌘ Direct communication to consumers in the event that they may have purchased affected produce – even provide them compensation
- ⌘ Communicating to consumers when their purchase is **not** affected by a recall they may have heard about
- ⌘ Confidence that you're taking the lead in improving the supply chain, and sourcing responsibly
- ⌘ Bringing additional value from knowing more about the products they buy – such as location, sustainability, farmer profile, photos.

