Produce Traceability Initiative
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Food safety is increasingly important to the food industry, consumers and government. It is even more critical when it comes to fresh produce, due to its short life cycle. Improved traceability can help the produce industry improve the recall process and increase consumer's confidence in the supply chain.

Videojet can help you implement the Produce Traceability Initiative Milestones with our inline printing solutions.

Produce Traceability Initiative

The Produce Traceability Initiative (PTI) is a voluntary industry-led effort designed to help the produce industry adopt standards for traceability by building a common framework to identify produce across the supply chain. PTI was launched by the Produce Marketing Association, Canadian Produce Marketing Association and the United Fresh Produce Association in October 2007, and envisions supply chain-wide adoption of electronic traceability for every case of fresh produce.

Who does PTI apply to?

The PTI affects all companies selling fresh produce in or to the US through retail or food service channels meant for fresh consumption.

What does it take to comply?

Containers (cases, corrugate, RPC, bags, bins) should have standardized product identification, including a GS1-128 bar code containing a GS1 Global Trade Item Number (GTIN) and a Lot/Batch number. It should also include a voice-pick code. This is a 4-digit number calculated using GTIN, Lot and optional date. This code is provided to warehouse associates for picking cartons.

Watermelon, Red Seedless
24" Bin 36 Count

GS1-128 barcode

Human readable GTIN — (01)12345678901234
Human readable Lot/Batch — (10)1234567890

9999

Voice-pick code

The Produce Supply Chain

Grower → Packer/Repacker → Shippers → Distributor/Trader → Retailer

VIDEOJET®
Uptime Peace of Mind®

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Produce Traceability Milestones to implementation

Milestone 1 - Q1 2009
Obtain a company prefix from GS1
Milestone 2 - Q1 2009
Assign GTINs to cases
Milestone 3 - Q3 2009
Provide GTINs information to buyer
Milestone 4 - Q4 2011
Show human-readable information on cases
Milestone 5 - Q4 2011
Encode information in a bar code
Milestone 6 - Q4 2011
Read and store information on inbound cases
Milestone 7 - Q4 2012
Read and store information on outbound cases

Videojet's high resolution ink jet printers and inline label printer applicator can print GS1-compliant bar codes to achieve Milestones 4 and 5 of the PTI.

Importance of whole chain produce traceability

- Reduce Human Risk - quickly identifying source and span of affected produce
- Reduce Business Risk - quickly identifying what product is not affected by recalls
- Increase consumer confidence in the Produce Supply Chain

If your company chooses to participate in the Produce Traceability Initiative, Videojet can help you comply. With a full range of case coding and labeling solutions for identification on a wide variety of secondary packaging substrates, we can recommend the best technology for your industry. Our printers can be integrated into your production line and networked to your ERP system, label management software and traceability software.

United Fresh PRODUCE ASSOCIATION

Contract Packaging Association

GS1 US Solution Partner

Videojet® 2300 High Resolution Large Character Ink Jet Printer
- Consistently high print quality
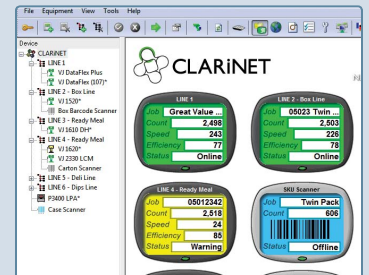- Reduced cost of ownership
- Easy integration

Videojet® P3400 Label Printer Applicator
- Thermal transfer printing for high resolution bar codes and text
- Easy to use and maintain
- Accurate, precise label placement control

Videojet CLARiNET® Package Coding Management Software
- Single network setup and control solution for coding and labeling equipment
- Scan bar codes to confirm correct packaging and accurate bar code printing
- Record into production and audit logs; ensure traceability and enable quantitative analysis

www.videojet.com/pti
Click above link or type into browser.

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Part No. SL000533
PTI Flyer-0112
Printed in U.S.A.