



Application note



Produce Traceability Initiative (PTI) In-line printing solutions help with PTI compliance



Food safety is of critical importance to the food industry, consumers and government. It is even more imperative 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 confidence in the supply chain.

The Challenge

The Produce Traceability Initiative (PTI) is a voluntary produce 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.

In order to effectively take part in this initiative, producers may need to consider new or alternative methods of applying the information required for electronic traceability. Having as much information as possible will help you make educated buying decisions about the best suited printing or labeling technology to use.

The Videojet advantage

Videojet helps manufacturers and producers to stay on top of industry trends and changes in global legislation or standards by providing in-depth application knowledge and expertise.

We can offer a strong portfolio of digital in-line printing solutions, and with over 40 years of experience in ink jet and labeling, we can offer the ideal product for applying your data to your cases. Videojet can help you implement the Produce Traceability Initiative Milestones with our in-line printing solutions.

The importance of PTI

Produce traceability makes it possible to track produce from its point of origin to a retail location and is a crucial link in protecting public health. PTI allows quick and accurate identification of the source of contaminated fruit or vegetables, in order to remove them from the marketplace, and communicate to the supply chain.



Why do you need PTI?

The produce industry handles an estimated 6 billion cases of produce in the United States each year. However, industry leaders have recognized that a more systematic, industry-wide approach would enhance overall supply chain traceability in speed and efficiency. The use of standards in the supply chain across the industry can significantly enhance the ability to narrow the impact of potential recalls or similar problems, protecting both consumers and industry members.

Industry members can participate in PTI to:

- Reduce Human Risk - quickly identifying source and span of affected produce
- Reduce Business Risk - quickly identifying whether a product has been 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 ideal 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.

Importance of whole chain produce traceability

Using digital in-line printers or labelers from Videojet can help track produce from grower right through to end retailer.



PTI code content

The GS1 Traceability Standard outlines the critical information required to provide end-to-end traceability of a product.

GS1-128 bar code

Human readable GTIN
Human readable Lot/
Batch



Voice-pick code

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.



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 high-resolution ink jet printers and in-line print and apply labelers can print GS1-compliant bar codes to achieve **Milestones 4 and 5** of the PTI.

Coding and marking solutions for applying data to cases

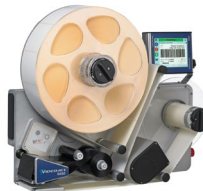
Videojet® 2300 High Resolution Large Character Ink Jet Printer

- Consistent print quality from patented micro-purge process
- The Videojet CLARiTY™ interface helps get the right code in the right place on the right product, time after time
- Innovative technology sustains superior print quality, without affecting production speed or throughput



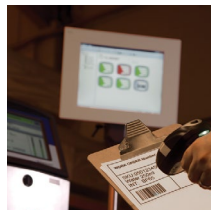
Videojet® 9550 Print and Apply Labeler

- Zero mechanical adjustments during day-to-day operation
- Optimizes maintenance labor by eliminating more than 80% of wear parts
- Virtually eliminate label jams and simplify set-up with Direct Apply™ labeling



Videojet CLARiSUITE™ Package Coding Management Software

- Single network setup and control solution for coding and labeling equipment
- Reduce costly rework and avoid potential supplier fines from incorrectly coded product
- Software minimizes and mistake-proofs operator data inputs to help reduce errors



The Bottom Line

PTI is designed to help the produce industry maximize the effectiveness of current traceback procedures, while developing a standardized industry approach to enhance the speed and efficiency of traceability systems for the future. Videojet can help you comply with the latest technology in digital, in-line printing and labeling solutions.

Our industry experts are ready to help you understand what the requirements are and how to comply with them.

Ask your local Videojet representative for more guidance on solutions for PTI.



Call **800-843-3610**
Email **info@videojet.com**
or visit **www.videojet.com**

Videojet Technologies Inc.
1500 Mittel Blvd. Wood Dale IL 60191 / USA

©2015 Videojet Technologies Inc. — All rights reserved.

Videojet Technologies Inc.'s policy is one of continued product improvement. We reserve the right to alter design and/or specifications without notice.

