



Produce Traceability Initiative

Ed Treacy
Vice President, Supply Chain Efficiencies
Produce Marketing Association
etreacy@pma.com

Produce Traceability Initiative

PTI is a voluntary initiative created in 2007 by the U.S. Produce Industry; the growers, packers, shippers and buyers, to implement a more effective whole chain traceability process

Produce Traceability Initiative (PTI)

PTI was created in response to the 2006 Spinach Crisis that had a huge *human, economic* and *consumer confidence* impact

The 2006 Spinach crisis proved that what was in place was not good enough for our industry



PTI Mission

To create an Action Plan for the produce industry to adopt an effective **Whole Chain Traceability** program by incorporating the use of technology and use of common standards to serve as linkages between internal traceability programs

PTI Labels

Standardized case label

- GTIN and Lot Number



PTI Labels

Standardized case label



- PTI voice pick code

PTI Labels

Standardized RPC label

- Bar code on top of label



PTI Tools

Standardized RPC label



- Country of origin

PTI Tools

Standardized RPC label

- Commodity specific required information



PTI Labels

Hybrid Pallet Label

- Eliminates need to scan each case on receipt
- Will facilitate EDI / ASN



PTI – HYBRID PALLET LABEL
4" x 6" or A6 (105mm x 148mm)

Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company A:

- “With traceability, we were able to limit the scope of the recall to just 12 percent of the total cilantro cases in stores. Before traceability, we would have had no choice but to pull 100 percent of all cases.”

Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company B:

- Using the bar-code label on the case to replace manual tracking of:

- Who packed each case
- How many cases packed
- When were they packed



Early adopters of PTI have benefited

Company B (continued):

- Eliminated 1 payroll clerk
- Able to determine who packer was on quality claim
 - Quality claims reduced from +5% to less than 1%
 - Paid for entire cost of PTI implementation

Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company C:

- Example of total accountability packed each box
- Individual accountability
- Reduced quality claims



Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company D:

- Real time visibility of what was actually field packed has reduced in daily overselling/underselling
- Real time tracking from field to coolers
 - Used to prioritize loads going into the coolers based on when picked



Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company E:

- Elimination of Country of Origin or other printing on cardboard boxes (\$200,000 per year saving)
- Real time visibility of what was actually field packed has reduced in daily overselling/underselling

Early adopters of PTI have benefited

Growers/Packers/Shippers:

Company F:

- 100% accurate shipments by scanning case labels as pallets are built to create Hybrid Pallet Tag
- Using Hybrid Pallet Tag in place of pallet license plate in coolers

Early adopters of PTI have benefited

Growers/Packers/Shippers:

Mexico:

- Mexican growers are using PTI compliance as a competitive advantage over U.S. growers

Early adopters of PTI have benefited

Receivers:

- RF scanning of inbound shipments has increased accuracy and productivity
- Supported integration of receiving functions and quality inspection functions
- Scanning cases at time of order assembly has increased accuracy to 99.99+%.



The Produce Traceability Initiative - Windows Internet Explorer

http://www.producetraceability.org/

File Edit View Favorites Tools Help

Downloading the latest applications

Favorites Sign In Suggested Sites Upgrade Your Browser Windows Live Hotmail

The Produce Traceability Initiative

CPMA ACDFL GS1 pma United Fresh

The PRODUCE TRACEABILITY INITIATIVE

Home Resources & Tools Events & News Press Room/Contacts Participating Companies Recent Updates



The PTI vision:
Supply chain-wide adoption of electronic traceability
for every case of produce by the year 2012.

PTI Action Plan Implementation Toolkit

To help you achieve the PTI's vision within your company, we have assembled all the tools you need right here in this website. Below are the seven milestones to implementation as identified in the PTI Action Plan, along with implementation resources specific to each milestone. In addition to the milestone-specific resources found on this page, also visit the [Resources & Tools](#) page for additional resources.

About PTI **Action Plan** **FAQs**

- Complete by: 1st Quarter 2009
#1 **Obtain Company Prefix**
- Complete by: 1st Quarter 2009
#2 **Assign GTIN Numbers**
Brand owners will assign 14-digit GTINs to every case configuration.
[Best Practices for Preparing to Assign GTINs \(January 2012\)](#)
- Complete by: 3rd Quarter 2009
#3 **Provide GTIN Information to Buyers**

Got PTI questions?
Our new webcasts have answers!

The PTI's fall 2011 webinars are now available as webcasts! You can replay them right here on the PTI website. These event recordings are designed to answer your questions about the initiative, and to help you implement PTI within your company. Six topics are covered, so you can choose the topics that are right for you.
[Watch webcasts here.](#)

Recent Updates

Site last updated January 18, 2012

Events: January 30, 2012
[Packaging Best Practices 2012](#)

Internet | Protected Mode: On

100%

4:45 PM
1/19/2012