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**Title:** **Traceability symposium slated for Leamington**

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**Author:**

A Produce Traceability Initiative (PTI) symposium is planned for Leamington, Ontario on February 3 at the Roma Club. Hosted by Windsor-based KELCOM Mobility Solutions and RedLine Solutions, it will be of interest to produce growers shipping into the United States.

PTI is a food safety initiative developed by the Canadian Produce Marketing Association (CPMA), Produce Marketing Association and United Fresh in conjunction with leading retailers and growers. Complete details on PTI can be found at [www.producetraceability.org](http://www.producetraceability.org). The PTI milestones require brand owners to submit their GTINs to their buyers now (Q3 2009), and to label every case of produce by the third quarter of 2010. Prominent retailers have confirmed that they expect suppliers to be on schedule to meet the PTI milestone dates. In this seminar, growers will learn details about PTI and what is needed to comply. The seminar will offer updates on the initiative, documented best practices and direction to additional resources. Growers will learn about the PTI pilots that RedLine Solutions is currently conducting.

**Article:**

Guest speaker will be Jane Proctor, Vice President, Policy and Issue Management for CPMA. She will be providing background information on the PTI and speak on the relationship between PTI and Can-Trace.

At the symposium, speakers will also discuss PTI approaches for greenhouse-grown and shed-packed products, including tomatoes, peppers, cucumbers, and apples as well as field-packed commodities such as lettuce and table grapes.

The day-long symposium starts at 9 am. To register or for more information, visit the RedLine website at [www.redlineforproduce.com/events](http://www.redlineforproduce.com/events).



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