

FreshPlaza: Global Fresh Produce and Banana News



- [News](#) | [Archive](#) | [Job Offers](#) | [Photos](#) | [PriceWatch](#) | [World Retailers](#) | [Subscribe](#)
- vegetables | fruit | bananas | citrus | potatoes | organic | exotics | processed | company news | food safety | nuts | logistics | packing | machinery
- management | retail | agenda | miscellaneous | economy | introductions | innovations
- North America | Europe | Asia | Oceania | Central America | South America | Africa | World

Strong Attendance at PTI Educational Symposium in Leamington

KELCOM Mobility Solutions of Windsor, Ontario and RedLine Solutions of Santa Clara, California held a full-day educational symposium focusing on the PTI (Produce Traceability Initiative) at the Roma Club of Leamington. A strong attendance of over 70 people was seen at the event.

The first guest speaker, Jane Proctor of the CPMA (Canadian Produce Marketing Association) did an outstanding job of explaining not only what the PTI is but also how it fits into the bigger picture of Can-Trace and the Global Traceability movement. Proctor also provided some detailed steps on how to begin complying with PTI. Proctor comments, "The Produce Traceability Initiative (PTI) is something all growers who ship to the United States need to be aware of. Today, PTI compliance is an industry initiative with milestones to have case labeling in place in the third quarter of this year. I expect we will see mandatory Food Traceability regulation coming out of the U.S. within the next year. I was astounded at the turnout from the Leamington grower community which certainly demonstrates a keen interest in understanding PTI and how to implement it."

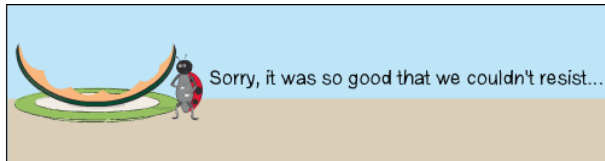
The other two guest speakers were Todd Baggett, President, and Chris Davis, COO, of RedLine Solutions. RedLine Solutions reviewed their products that manage traceability during harvest, in the packing shed, and in the cooler. "RedLine has conducted PTI pilots with 5 of the 10 largest produce companies in California, and have leveraged this knowledge to create practical traceability systems," said Baggett. "There is certainly a cost for PTI compliance for both the grower/shipper and retailers, but there is also a value of having increased visibility of inventory and worker productivity data. This gives management new levels of information to use in their decision making process."

RedLine Solutions has partnered with KELCOM Mobility Solutions to provide the hardware and implementation support. Motorola's Jim Zemlo, Canadian Channel Manager, and Glen Bowker, Territory Manager, were both present to support the event and provide co-sponsorship. Zemlo notes, "Motorola is the largest manufacturer of rugged mobile computers in the world. We go to market through our partners: RedLine Solutions and KELCOM. They each deliver strong value and together they bring a total end-to-end solution to the Canadian produce market."

The main goal for the PTI Symposium was to inform local growers, packers and marketers who ship produce to the US, about the important PTI milestones they should be following in order to comply with the initiative. Produce growers shipping into the United States will be required to comply with PTI: a food safety initiative developed by the CPMA, PMA, and United Fresh in conjunction with leading retailers and growers. "This was a great educational event, I learned the details about PTI requirements and now have a strategy to move forward to compliance," said Sharron Barner, Administrative Controller at Mucci Pac Ltd.

Complete details about PTI can be found at www.producetraceability.org. The PTI milestones required brand owners to submit their GTINs in 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. To view the presentations and download literature from the PTI Symposium, visit www.kelcommobility.com and click the "PTI Symposium" web banner.

Publication date: 2/11/2010



respond to this article print

Receive the daily newsletter in your email for free | [Click here](#)

Other news in this sector:

- 2/15/2010 Apple Rush Co., Inc.'s organic juice product line offers a naturally healthy alternative for kids
- 2/15/2010 Al Anwar success at Fruit Logistica
- 2/12/2010 Fresh King bolsters customer service with CHEP
- 2/12/2010 Sodexo Joins First Lady Michelle Obama in National Fight against childhood obesity
- 2/12/2010 UK: Clash of values in Birds Eye approach
- 2/12/2010 Hortus Supplies International marketing liquids EcoProtecta
- 2/11/2010 China Green Agriculture, Inc. announces new board member

Announcements

Click here to receive this news directly in your inbox

Job offers [more >](#)

- Reefer Logistics Business Development Manager - France
- Grower/Procurement Manager - US (MI)
- Downstream Specialist based in The Netherlands or Germany
- Agronomist International - Europe
- Technologist west midlands - £30-40k
- Qualified Grower - Canada
- Quality Manager - 2598L
- Sales Manager/ Director - 2609SM
- Innocent- Ingredients Technologist - 2499D
- Procurement Manager- Pineapples 2426SM

Specials [more >](#)

- Strawberries
- Organics
- Israel
- Fruit Logistica 2010
- Mediterranean
- Italy
- Mexico
- China
- Machinery & Packaging
- Summer Fruit

Recent comments [more >](#)

- GardenHerbs from Colombia (1)
- Peakfresh enhances shelf life of strawberries (1)
- Kenya starts greenhouse tomato farming (62)
- India: Bt Brinjal can awaken a sleeping poison (2)
- "Worldwide shortage of onions in all areas" (1)
- Tropicana Coastal Groves Lemonade Offers Fresh Squeezed Taste, No Artificial Sweeteners or Preservatives (1)
- India: McDonald's plans food processing unit in Punjab or Haryana (1)
- Al Anwar success at Fruit Logistica (1)
- Qatar: Date palms to be classified on genetic profile (1)
- Seminis Helps Kenyan Farmers Invest in Greenhouse Tomato Production (48)

Top 5 - yesterday

- "Worldwide shortage of onions in all areas"
- Organic Produce Company Excited for 2010 Import Season
- Israel: Farmers worried 'crazy winter' will ruin crops
- Strawberries excellent example of a nutritious superfruit
- UK: Price of apples to rise by 60 per cent

Top 5 - last week

- ART: the Aril Removal Tool for pomegranates
- Peakfresh enhances shelf life of strawberries
- Record attendance at the top fresh produce industry event in Berlin
- Canada: Apple industry in 'meltedown mode,' says growers' group



- 2/11/2010 Sun Rype workers reach new contract agreement peacefully
- 2/11/2010 Citrus Growers in Chile Experience Less Sunburn Damage, Higher Quality Fruit with Purshade
- 2/11/2010 ZON and Royal FruitmastersGroup investigate possible merger
- 2/11/2010 'The Greenery U. A.' cooperative now called Coforta
- 2/11/2010 Catom Seeds launches its new mini watermelons gamma
- 2/10/2010 US: Sunkist and Jewel-Osco team up in new "Sharing is Caring" program to benefit local food banks
- 2/10/2010 Calavo Growers, Inc. establishes majority owned subsidiary
- 2/10/2010 National Seed Association of India to organize first ever Indian Seed Congress
- 2/10/2010 US: POM Wonderful debuts new pomegranate juice blends
- 2/10/2010 Biopack eyes expansion in Southern China
- 2/10/2010 US: Curry & Co.'s new hire to focus on Food Safety Programs and Grower Relations
- 2/10/2010 United Potato Growers of America and Bayer CropScience continue cooperative efforts for sustainable agriculture
- 2/9/2010 Management changes Manor Fresh Limited and Thanet Earth

Easy Labeling Compliance

Print GS1/PTI & Retailer-Compliant Labels In The Field and Pack Shed

Easy PTI

Sart Tracing Your Food with our Free Starter Solution!

Leave a comment:

Name:

Email:

City:

Country:

Display email address

Comment:

[<< back | www.freshplaza.com](http://www.freshplaza.com)

Argentina: The third largest country in organic production has one of the most important organic certifiers

Top 5 - last month

US: Dramatically Extend the Shelf Life of Fresh Fruits and Vegetables
 Panama exports square watermelons to Europe
 Record participation at the fresh produce trade summit in Berlin
 Vietnam: Local engineer produces 2-in-1 'tomato potato plant'
 ART: the Aril Removal Tool for pomegranates

Remaining news [more »](#)

Afghanistan's No. 2 Taliban leader captured in Pakistan - MiamiHerald.com
 In War of Words, Iran Calls US a 'Military Dictatorship' - New York Times
 Even as he shakes political world, Bayh remains a voice of reason - Indianapolis Star
 Belgian authorities work to identify rail crash victims - CNN
 Accused Alabama Shooter Fought With Neighbors, Told Family She Was Stalked - ABC News
 Microsoft made a phone, and I hate it already - Register
 International arrest warrant issued in top Hamas official's murder - CNN International
 Biden in Mich. today to defend stimulus - The Detroit News
 HTC Working on App Store Tech and Studying Tablets - PC World
 Rescuers plan search for Mount St. Helens climber - The Associated Press

Source: Google News

Economic news [more »](#)

RBS Sells Some Sempra Assets for \$1.7 Billion - Wall Street Journal
 FOREX-Euro recovers vs dollar, Ecofin meeting awaited - Reuters
 Schering-Plough Buy Boosts Merck's Net - Wall Street Journal
 Varley, Diamond both turn down bonuses; capital ratio strengthened - MarketWatch
 Inflation Rises Above Target in Britain - New York Times
 Kraft Foods Profit Rises as Sales Climb in Developing Markets - BusinessWeek
 Abercrombie 4Q Profit Down 31% As Pace Of Decline Wanes - Wall Street Journal

Source: Google News

Exchange rates [more »](#)

- USD: 1.3607
- JPY: 122.42
- GBP: 0.86760
- AUD: 1.5304
- BRL: 2.5284
- CAD: 1.4253
- CNY: 9.2977
- NZD: 1.9510
- ZAR: 10.4855

Euro foreign exchange reference rates
 Source: ECB

EasyGreen - CANADA

Automatic and Manual Sprouters. Organic Sprouting Seeds. On sale.
www.upayanaturals.com

Food Traceability

Affordable, Integrated, Software Links with your Accounts Package
www.VerifyTraceability.com

How to Keep Produce Fresh

The Ethylene Gas Guardian Prevents Premature Aging. Saves Money.
www.4theegg.com

1 Tip for a Flat Belly :

Cut down 3 lbs Belly Fat every week just by using this 1 Weird Old Tip.
www.TheDietSolutionProgram

UnitedFresh2010 LasVegas

Winning Is Everything!
 April 20-23, 2010
www.unitedfresh.org

