



As seen in the Leamington Post on Wednesday, February 10, 2010

Growers learn about new traceability regulations

Local growers shipping produce to the United States had a chance to learn the new regulations for the implementation of the Produce Traceability Initiative.

On Wednesday, KELCOM Mobility Solutions and RedLine Solutions held a symposium on PTI to educate the growers on the details of the initiatives, updates, best practices and hardware and software available to help ma-

ke traceability from harvest to store shelves even easier.

Jane Proctor, vice-president policy and issue management for the Canadian Produce Marketing Association, highlighted the positive aspects of the initiative, including the development of trust between the growers and their consumers.

It will also serve as a management tool – one that would help trace particular produce

in the event of a recall and minimize the impact of what could be a serious problem.

Growers were told that the issue of food safety will not diminish in the near future and consumers will continue to demand reassurances on the quality and safety of their produce.



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