

FOR IMMEDIATE RELEASE

Strong Attendance Seen at PTI Educational Symposium in Leamington

February 8, 2010. On Wednesday, February 3, 2010, 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 Barnier, 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.

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RedLine Solutions provides software solutions that enable whole-chain traceability for Produce Growers, Packers and Shippers. With over a decade of experience, we help companies successfully integrate barcode and wireless technologies. Whether you need just software to print PTI labels in the packing shed or a complete traceability solution, we can implement the appropriate components that allow you to meet PTI requirements from start to finish. © 2010 RedLine Solutions, Inc.

KELCOM Mobility Solutions is a local provider of wireless communications equipment and asset management solutions including barcode scanners, mobile computers, RFID and wireless LAN Infrastructure equipment. You can book a free site visit and consultation with KELCOM in order to determine the exact needs of your operation. KELCOM has been in business for over 40 years and has locations from Windsor to Toronto.