

THE PACKER

Handling & Distributing Salinas companies venture into world of traceability

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SALINAS, Calif. — Two Salinas grower-shippers are tackling the complexities of traceability through two new pilot projects.

Tanimura & Antle and Coastline Produce discussed their work with Santa Clara, Calif.-based RedLine Solutions and what they've learned in their initial forays into complying with the Produce Traceability Initiative. The panel discussion was during a traceability workshop at the National Steinbeck Center on Sept. 2.



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Tom Casas (from left), Tanimura & Antle's vice president of information technology; Gary Fleming, PMA's vice president of industry technology and standards; and Phil Adrian, vice president of Coastline Produce, discuss complying with the Produce Traceability Initiative on Sept 2 in Salinas, Calif.

"My company has decided that the marketplace wants this," said Phil Adrian, vice president of Coastline, on complying with the traceability standards.

RedLine Solutions sponsored the event, with participation by the Produce Marketing Association, Newark, Del. It was the first forum RedLine hosted and comes in the middle of a series of traceability Web seminars the company scheduled this fall.

Coastline started its pilot program with Redline in July with one harvest crew and is expanding its program to a second crew, and Tanimura & Antle began its work on Aug 31.

Adrian, who was joined by Tom Casas, Tanimura & Antle's vice president of information technology, and Gary Fleming, PMA's vice president of industry technology and standards, said the company has 1,250 unique numbers it's assigned to all its commodities and the pilot program involves working out the kinks in labeling a variety of field-packed lettuces.

Casas said RedLine's software "works" and he estimates the cost of complying with the traceability initiative to be between 10 cents and 20 cents per carton.

The Produce Traceability Initiative was developed by the Produce Marketing Association, Newark, Del., the Ottawa-based Canadian Produce Marketing Association and Washington, D.C.-based United Fresh Produce Association, creating standards with a final adoption deadline in 2012.