

# THE PACKER

## Handling & Distributing RedLine Solutions to host traceability initiative Web seminars

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RedLine Solutions, Santa Clara, Calif., is hosting a three-part Web seminar series focusing on the Produce Traceability Initiative.

The free seminars focus on different areas of produce traceability, starting with addressing practical approaches to implementing a system in ways that bring value to companies, according to a news release. The Web seminar will be at 11 a.m. PST July 29, with guest speaker Gary Fleming, vice president of industry technology and standards for the Produce Marketing Association, Newark, Del.

The next seminar, at 11 a.m. PST, focuses on the benefits of automating cold storage facilities and making them more efficient.

The final Web seminar is scheduled for 11 a.m. PST Sept. 23 and will focus on Produce Traceability Initiative compliance in the field. It is aimed to show growers how to be compliant from harvest through customer shipment, key compliance steps for field-packed produce, printing labels, maintaining compliance through changes in harvest plans, integrating traceability results into sales and the real benefits of Produce Traceability Initiative compliance, according to the release.

For details or to register, go to [www.redlineforproduce.com/events](http://www.redlineforproduce.com/events).