

THE PACKER

Handling & Distributing Coastline starts pilot traceability program

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Coastline Produce and RedLine Solutions are working on a pilot traceability project this summer for Coastline's product line.

Coastline, Salinas, Calif., is working on compliance with the Produce Traceability Initiative to assure the company's customers of Coastline's food safety, according to a July 20 news release.



Coastline Produce

Coastline Produce, Salinas, Calif., is running a pilot program this summer on some of its boxes of produce under the Produce Traceability Initiative.

The initiative was developed by the Produce Marketing Association, Newark, Del., along with the Ottawa-based Canadian Produce Marketing Association and Washington, D.C.-based United Fresh Produce Association, to create standards industry members to adopt by 2012.

Coastline sells more than 25 commodities from five growing regions, and the company is undertaking the pilot program this year because of that complexity, according to the news release.

The pilot project is designed in three phases, and in each phase additional harvest methods and commodities will be added and new system capabilities will be introduced.

The pilot solution provided by RedLine allows Coastline to generate PTI case labels based on weekly and daily harvest planning, according to the release. Labels can be generated in the office, directly in the field, or in some cases, at the cooler, and this flexibility allows Coastline's operations team to adjust to changes in field conditions or the market. Labels are placed on cartons by the harvest crew and information is captured into an electronic record, building in traceability right at the point of harvest, according to the news release.