

**FoodLogiQ** On-Demand Traceability and Feed Safety

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Associations  
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PTI Wiki

Meet Your Farmer  
Trust Your Food

FoodLogiQ Traceability Solution Overview  
July 21<sup>st</sup> 2010

North Carolina Vegetable Growers' Association | NC STATE UNIVERSITY | N.C. MARKETREADY | FARM BUREAU NORTH CAROLINA | SWEET POTATOES | North Carolina Blueberry Council, Inc.

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**FoodLogiQ**

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**FoodLogiQ**

Trust

Transparency

Traceability

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**FoodLogiQ** Consumer Expectations [www.FoodLogiQ.com](http://www.FoodLogiQ.com)

FedEx Express

International Shipping | Services | Tools | Manage My Account

Track Shipments

Detailed Results

Tracking number: [redacted] Destination: SYDNEY AU  
Signed for by: [redacted] Delivered to: Recipient's Front Desk  
Ship date: Apr 16, 2008 Delivery date: Apr 17, 2008 11:41 AM Service type: Priority Envelope Weight: 0.5 lbs  
Status: Delivered

• Fast  
• Efficient  
• Reliable  
• Online

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**FoodLogiQ** As a Grower/Packer You Can

- Implement PTI in a manner of Days/Weeks
- Generate an ROI within your first year of implementation
- Gain competitive advantage – with new or existing customers
- Market your business more effectively

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**FoodLogiQ** Roadmap for PTI

- 2009 Obtain a prefix from GS1 Partner Connections  
Create and share GTINs with trading partners
- 2011 Label all cases with barcode and text - GTIN + Lot Code
- 2011 Read and store all inbound cases' GTIN + Lot Code
- 2012 Read and store all outbound cases' GTIN + Lot Code



LOT#: <b>0110165</b>	<b>CLANTON FARMS</b> Hermitage, Arkansas	Produce of USA
<b>Arkansas</b> GROWN	Vine Ripe Tomato Carton, 3X4 Single	
(01)10095829709392(10)0110165		

United Fresh | PMA | Canadian Produce Marketing Association | GS1

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**Business**

Create and update your business profile information below. If you're a brand owner (i.e. your company name is on the case) - you'll need to have a Company Prefix.

Get Traceability Records Management Only \$10 per month! **Plus**  

**Where Do I Get a Company Prefix?**

If you're a brand owner (i.e. your company name is on the case) - you'll need your own Company Prefix. A company prefix can be obtained from GS1. Order your prefix here.

**Setup your business profile On FoodLogIQ.com**

**Arkansas GROWN**

Business Name: Arkansas GROWN  
 Business Address: 1000 N. Hwy 248, Fayetteville, AR 72701  
 Phone: 479-483-2241  
 Website: MyArkansasGrown.com

**Locations**

Business Name	Location Name	Location Address	Location Type	Action
Clinton Farms	Johanna 478	Latitude: 33.389554404644 Longitude: 42.223089442038	Fields	Edit
Clinton Farms	Deevey 744	Latitude: 33.4230746777942 Longitude: 42.173690846038	Fields	Edit
Clinton Farms	Nancy 901	Latitude: 33.3874622187730 Longitude: 42.146543702201	Fields	Edit
Clinton Farms	Randy 648	Latitude: 33.3828780498038 Longitude: 42.153471912121	Fields	Edit
Clinton Farms	Johnna 723	Latitude: 33.331387561446 Longitude: 42.23483064530053	Fields	Edit
Clinton Farms	B-D Temple 812	Latitude: 33.484183022087 Longitude: 42.146642124143	Fields	Edit
Clinton Farms	Clinton Farms	PO Box 248 600 East 46th St Fayetteville, Arkansas 72704	Primary Physical Address	Edit

**Create Locations:**  
 - Primary  
 - Pack Sheds  
 - Fields

**Fields**

**Primary Physical Address**

**Packing Shed with GLN**

Identify Locations:  
 -Address  
 -GPS coordinates  
 -GST GLN

**Primary Physical Address**

Address Detail:  
 Address Line 1: PO Box 248  
 Address Line 2: 500 East 46th St  
 City: Fayetteville  
 State: Arkansas  
 Postal Zip Code: 72704

Mapping Detail:  
 Latitude: 33.484183022087  
 Longitude: 42.146642124143

**Field with FSA & Geo Coordinates**

Fields can be delineated  
 And named however the grower chooses

**Field**

Location Detail:  
 Business Name: Clinton Farms  
 Location Type: Field  
 Location Name: Johanna 478  
 Location Description:  
 Field ID: FSA 478  
 Grower Name: Clinton Farms  
 Field Description:

Mapping Detail:  
 Latitude: 33.389554404644  
 Longitude: 42.223089442038

**Setup Products (GTINs)**

All Products are identified and GTIN and Cool information is captured on set up to enable efficient case and pallet labeling and sharing of GTINs with produce buyers

Product Name	Product Description	Pack Size
Tomato, Vine Ripen, 3/4 1 Layer 18 B, Candy Brand, Tomato, Vine Ripen, 3/4 1 Layer 18 B, Grade: 875 02 #1, CA2		875 02 #1
Green Cabbage	Green Cabbage	875 02 #1
Green Cabbage 90 B C76	Green Cabbage 90 B C76	875 02 #1
Red Cabbage 90 B C76	Green Cabbage 90 B C76	875 02 #1
Red Cabbage	Red Cabbage	875 02 #1
Collard Greens	Collard Greens	875 02 #1

**GTIN**

**Add New**

GTIN and COOL information is associated to product attributes

Product Name: Tomato, Vine Ripen, 3/4 1 Layer 18 B, Candy Brand, Tomato, Vine Ripen, 3/4 1 Layer 18 B, Grade: 875 02 #1, CA2  
 Product Description: Candy Brand, Tomato, Vine Ripen, 3/4 1 Layer 18 B, Grade: 875 02 #1, CA2  
 Pack Style: 3/4 Single Layer  
 Pack Unit: 3/4 Single Layer  
 Pack Size: 3/4 Single Layer  
 Grade: 875 02 #1  
 Default Case Quantity: 875 02 #1  
 Country of Origin: United States  
 Label Variety: Tomato  
 Label Pack Style: Carton  
 Label Pack Size: 3/4 Single Layer

**GTIN**

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**Do**  
My Business  
mobiles/mOit  
Label Printing  
Shipping  
Traceability  
Food Safety

**Label Printing**  
This application enables you to print FREE PTI-compliant case labels for your fresh produce items.

**Case Label Printing**  
Business: Clanton Farms [Go]  
Location: Clanton Farms [Go]

**Pallet Label Printing**  
Business: Clanton Farms [Go]  
Location: Clanton Farms [Go]

**Hybrid Label Printing**  
You can only print a hybrid label if your business has a Bulk SCC Contract.

Visit our Web Store for labels, ribbons, hardware, solutions and more!

Upgrade Now! to access more label sizes and add your company logo onto the label.

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This function is enabled through the web (this interface), mobile computers for in field and pallet labeling and through in-line label printer using its internal printer language.

**FoodLogi** Case Labeling Options: From Field to Packing Shed

**In Field** **Pre-Printed Roll** **In-Line Printing**

Off-line / On-line - Mobile case labeling  
On-Line - Pre-Printed Case labeling  
Off-line - Production Line high speed printer

The more volume and product changes you have the more flexible you will need. To determine the level of automation you need we can work with you to assess:

- Volume of Operation
- Number of product changes per line in a given day

Demo

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**Do**  
My Business  
mobiles/mOit  
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**Pallet Label Printing**  
Farm Name: Clanton Farms  
Label Type: Standard 4" x 8" Pallet Label  
Connectivity: Ethernet  
Variety: Flat Mustard  
Yield Boxes: 480  
Pack Type: APC  
Pack Count: 24 CT  
Country Of Origin: United States

Available Field Box: FEA 764  
Selected Field Box: FEA 408

Arkansas GROWN  
Clanton Farms  
Mustard, Arkansas

Greens Flat Mustard  
CTN 24 CT

Lot # 0123456789  
QTY: 90  
Product of USA

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Web-only pallet labels are a good place to start on PTI. They can be printed and carried to the packing shed. A label printer and web browser is all that is needed. This is also enabled via a mobile device and printer.

**FoodLogi** Pallet Labeling Options: Packing Shed

**Pre-Printed Roll** **In Packing Shed**

On-Line - Pre-Printed Pallet labeling  
Off-line / On-line - Mobile Pallet labeling

Demo

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**FoodLogi** SSCC/Hybrid Pallet Labeling

SSCC: Hybrid Pallet Label

Application Identifier | GS1 Company Prefix | Serial Number | Check Digit

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**FoodLogi** Electronic Ship Notices/ASN's

**Customers**  
Create and update your customer information below. Customer information is required in order to send advanced shipment notices to customers electronically and trace movement of products to customers.

Shipping History | Shipping History | Advanced Notices

Shipping ID: 0000014110001234

Ship Date: 11/21/10  
Ship From Location: Mustard Farm  
Ship To Location: Mustard's Plant Station  
Carrier: STX Trucking  
Ship Notes: 1000 W 837  
Box: 1234

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## FoodLogi Event Management: Traceback & Recall

**Manufacturers can instantly trace back to determine:**

1. Outgoing shipment number and details
2. Production batch number and details
3. Received inputs used in processing and details
4. Supplier from which inputs were used

**Manufacturers can also do an instant trace forward to determine:**

1. Where product(s) was delivered and final customers to notify of a potential problem

Public Display	Harvest	Receive	Pack	Ship	Retail DC Receive	Retail Store Receive
0110132781	0110132781	0110132781	0110132781	0110132781	0110132781	0110132781
0110132782	0110132782	0110132782	0110132782	0110132782	0110132782	0110132782
0110132783	0110132783	0110132783	0110132783	0110132783	0110132783	0110132783
0110132784	0110132784	0110132784	0110132784	0110132784	0110132784	0110132784
0110132785	0110132785	0110132785	0110132785	0110132785	0110132785	0110132785
0110132786	0110132786	0110132786	0110132786	0110132786	0110132786	0110132786
0110132787	0110132787	0110132787	0110132787	0110132787	0110132787	0110132787
0110132788	0110132788	0110132788	0110132788	0110132788	0110132788	0110132788
0110132789	0110132789	0110132789	0110132789	0110132789	0110132789	0110132789
0110132790	0110132790	0110132790	0110132790	0110132790	0110132790	0110132790

## FoodLogi Traceability Mapping

Meet Your Farmer. Trust Your Food.

The Traceability Wizard tracks and maps all event data – Harvest, Receive, Pack, Weight/Label, Ship, Retail Receive

## FoodLogi NC Pilot Participants

Jackson Farming Co.	Eastern Carolina Organics	L&M Produce
<ul style="list-style-type: none"> <li>Moderate size grower/packer/shipper who sells to retail direct</li> <li>Zucchini – Field pack</li> <li>Melons – Shed pack fresh from field</li> </ul>	<ul style="list-style-type: none"> <li>Small, organic grower owned cooperative that markets sales and distributes products.</li> </ul>	<ul style="list-style-type: none"> <li>Large marketing organization who sells their own product and markets other growers to food service and retail direct</li> <li>Potatoes – Repack from bulk pallets</li> </ul>

## FoodLogi Field Pack Zucchini Flow

Harvest	Clean & Pack	Case label in Field
Crew harvests zucchini into a field truck.	Cleaning and packing is performed in a truck that moves with the harvest crew.	Labels can be printed using a mobile printer in the field and applied to the case, or pre-printed and sent with crew.

**Harvest Data Captured:**

- Wagon #
- Blocks/Fields
- Commodity
- Variety
- Harvest Date

**Pack Data Captured:**

- Pack Crew
- Pack Date
- Lot Code

## FoodLogi Shed Pack Watermelon Flow

Harvest	Wash	Item label	Grade, Pack, Case Label
Harvest truck delivers Watermelon to packing shed from nearby field.	Product is washed in line at shed.	Each product is labeled with a combo PU/IDataBar label.	Product is sorted into bins which are labeled with a case label.

**Pack Data Captured:**

- Lot Code
- Pack Location
- Pack Date
- Pack Type
- Pack Quantity
- Label Type
- Field
- Crew
- Wagon

## FoodLogi Eastern Carolina Organics: Overview

Receiving	Labels	Storage
Record PO, farm, product, lot and quantity on inbound	Product is already labeled by growers with ECO labels and packed in cases or bags	Product is stored in original cases awaiting shipment to customer

**1. Scan Purchase Order (PO) on Inbound**

**2. Pull Product Off Truck**

**3. Inspect Product**

**4. Adjust PO as Needed**

**5. Print & Sign PO**

**6. File Signed PO in Office**

**Data Captured:**

- Farm ID
- Product Name
- Pack Size
- Pack Type
- Farm Address
- Lot Numbers
- Organic Certifying



## FoodLogi L&M Companies: Overview

**Inbound**

Grower sends product to LMM processing central. Shipping document references LMM purchase order (PO). Inspection is performed upon receipt. Lot # = PO#

**Warehouse**

A label is printed for each pallet with a serial number and the PO number. The serial number is bar coded on the label. This is used to track all movements through the warehouse.

**Repack**

A Work Order (WO) is generated either based on a Sales Order or a forecast. The WO tells the production area which pallets to use, where they are located and how to pack them. Lot # = WO #

**Bag**

For bags that are twist tied, LMM has the capability to print the WO# (Lot#) on the kulk lock. During the packing and bagging process, finished good inventory is shown as "estimated".

**Outbound**

When each pallet is completed, the serialized pallet tag is scanned into finished goods inventory and is ready to ship. Inventory is moved from "estimated" to "available". Shipment to customer is built from.

**Receive Inbound Product**

- If product is labeled, scan at dock into inventory
- If product is not labeled, print label for case at dock

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## FoodLogi Tomato Grower: Overview

**Inbound**

**Pack, Weigh & Label**

**Palletize & Label**

**Put Away**

**Pick/Ship**

**Large Tomato Grower • Greens**  
**20+ Packing Lines**  
**Ships to Distribution Company**  
**Customers include Wal-Mart, SuperValu**

- ✓ PTI compliant case label
- ✓ PTI compliant pallet label
- ✓ Scan and submit to FL.com
- ✓ Generate inventory, ship report
- ✓ Feed data to shipper for ASN

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## FoodLogi Deployed Hardware

**In-line Auto-feed Case Label Systems**

**Two Handheld Computers Pallet Label Printer**

- ✓ Receive from Field
- ✓ Pallet Print
- ✓ Put Away
- ✓ Scrap
- ✓ Ship

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## FoodLogi So You Collected all that Data...

**mobilemarQit** is a mobile messaging solution that provides a textable label for consumers directly at the retail shelf.

**Push** information related to:

- Farm of origin information
- Production practices (certified organic, etc.)
- Food Safety Practices

**2D Label**

**Textable Code**

For more information about this product:

TEXT MM 12345  
TO 56601

Serial Number Traceability Look-Up Via Web on Computer

Serial Number Traceability Look-Up Via Mobile Phone

**Users sign up for:**

- recall notices
- New product information
- Promotions

When consumers text – the system can automatically link that to the stored traceability information. Each lot can have a discrete mobilemarQit message or one unified message with a random link to a representative grower.

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## FoodLogi Blueberry Grower Item Level Traceability

**Receive From Field**

**Quality Control/Grading**

**Link Serial #'s to Lot Codes**

**Pack Items**

Each 2D bar code is comprised of a 16 digit alphanumeric code containing 2 main parts:

- An 8-digit identifier for Grower, Year, and Product ID
- A unique serial number

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## FoodLogi How does mobilemarQit work?

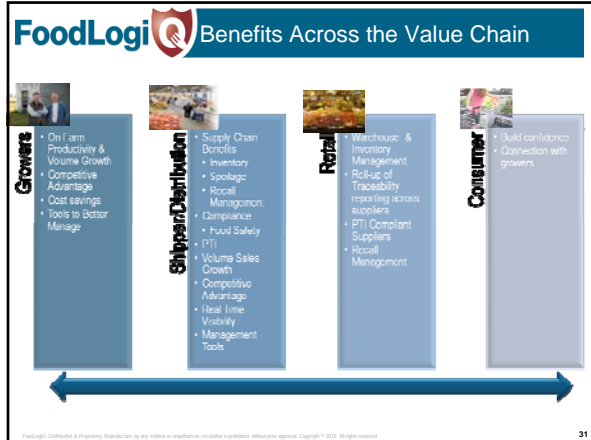
**1 Consumers Text JFCW to 56601**

**2 Consumers receive Grower Message**

**3 Consumers click on link to Grower Profile mobile page on FoodLogi.com**

**4 YouTube link Opens short video of Farm**

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- ## FoodLogi Key Lessons Learned
- Less is more
  - Start simple
  - Build around your process
  - Your Brand First
  - Leverage Global Standards – Do not use a proprietary numbering system
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