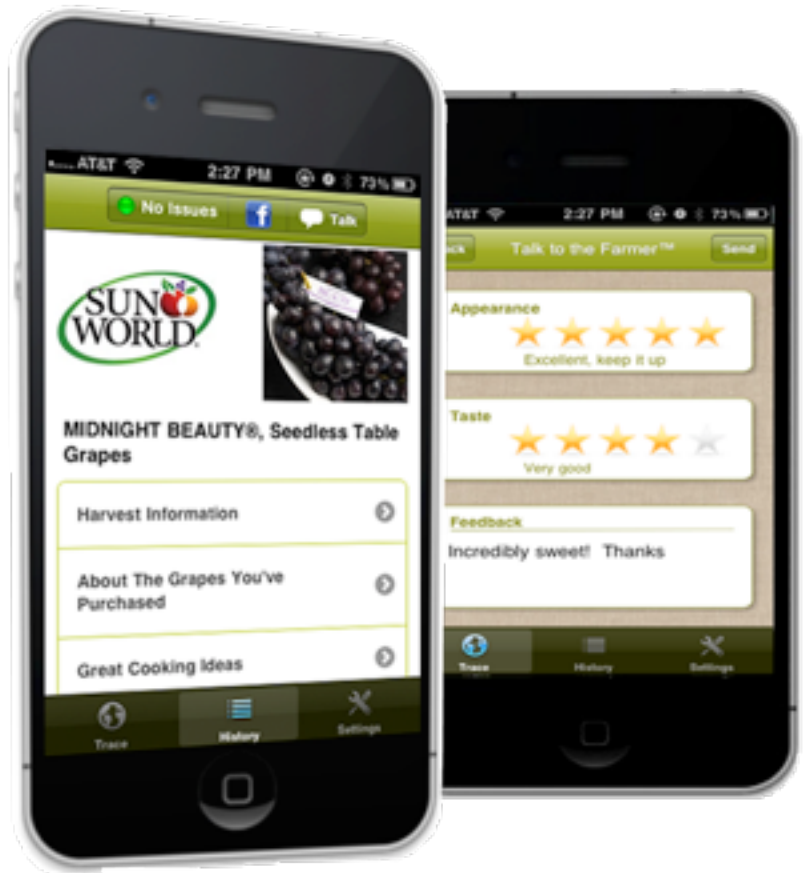


# HarvestMark® for Items

Traceability from the field all the way to the consumer

Today, shoppers seek more information about their food than ever before. They reward brands that provide this transparency with loyalty and preference. That's just one reason why leading fresh food companies use HarvestMark for Items.

HarvestMark for Items is the only traceability solution that links the first and last mile of the supply chain - from seed to store to kitchen. Now you can extend food safety communication, capture feedback from shoppers, and build loyalty.



HarvestMark 

## Extend Your Food Safety Communication Beyond the Case

Speed food safety communication

Notify retailers, trading partners, and shoppers if the product they've purchased is withdrawn or recalled

Protect your brand from others' recalls

## Build Shopper and Retail Loyalty

Capture shoppers' preference for traceable food

Meet retailers' requirements for item-level traceability

Differentiate your brand by delivering information shoppers seek, and allow them to share instantly using social media

## Listen to Consumer Feedback

Collect real-time feedback from shoppers in the store or in the kitchen, linked to the exact product they purchased

Identify trends in product quality and freshness

Inform decisions on suppliers and varieties

**FRONTERA PRODUCE**

Trace a Product

Premium Gold Pineapple, 5 ct

Harvest Code: 93700270827871  
Food Safety Status: No Issues Reported [What does this mean?](#)  
Pack Date: 10/27/2011  
Commodity: Pineapple  
Variety: Premium Gold  
Country of Origin: MX  
Brand: Frontera Produce  
Harvest Date: 10/25/2011  
UPC Number: 85581002240  
State: Veracruz  
Growing Region: Veracruz  
ZIP: 93700

View More

Rate this product

Not your store, then click

Frontiera Produce GROWS

Much like the fertile Rio Grande Valley where the company was founded, Frontera Produce is a dependable source of top-quality, fresh produce.

We know that providing the BEST fruits and vegetables starts in the fields. So, while we are diverse and dynamic business, we focus on GROWING. Frontera has thousands of acres of domestic and offshore farms and continues to expand to better serve our current and future customers.

We plant, monitor, tend and harvest our crops, strictly adhering to the highest food safety standards so that our customers receive the freshest and tastiest products that are always traceable back to the field where they were grown.

Acres and Acres of Pineapples

Our 150-acre pineapple farm is in Vera Cruz, Mexico, where the temperate climate and nutrient-rich soil provide the perfect "terroir" for the sweet, delicious fruit.

We are the exclusive growers of the MD-2 gold variety and the close proximity of our farms to the US allows us to consistently provide the freshest, perfectly colored pineapples, typically within 48 hours of harvesting.

Custom Recipes Created For You

Mango Pineapple Salsa  
Fresh Pineapple Cheesecake with Meringue-Tart Crust  
Caramelized Pineapple with Butter-Rum Sauce  
Golden Pineapple Beef Noodle

Share Your Food

Do you love Frontera Produce Premium Gold Pineapple? Tell your friends they can trace it back to the farm.

## Reach Shoppers with Mobile Marketing

The free HarvestMark Food Traceability App is now available for Android and iPhone

Named a top 10 food app by over 100 independent bloggers and featured on NBC, ABC, Fox News, and Martha Stewart's *Healthy Living Magazine*

Reach shoppers in the aisle with information they care about to build loyalty and collect feedback



Download the App by scanning this code

We're ready to help!

Contact us at 1.866.768.7878 or

sales@harvestmark.com

HarvestMark.com

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