

FOOD BUSINESS NEWS.

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NEWS, MARKETS AND ANALYSIS FOR THE FOOD PROCESSING INDUSTRY

June 10, 2008

Seeking nutrition label uniformity



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Science and solutions: I.F.T. '08

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Dark surge



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MARKET WATCH

Monthly butter production



Production has been record high in each of the last six months.

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I.D. system may offer origin information

An identification system used by watermelon and berry growers may be used by food and beverage manufacturers to provide product origin information to consumers, said Elliott Grant, chief marketing officer of Yotta Mark, Redwood City, Calif.

Leger & Son, Inc., which grows watermelons in Georgia and Florida, places the HarvestMark label from Yotta Mark on each watermelon. By visiting the web site www.Harvestmark.com and entering in the code number found on the label, consumers may find information about that specific watermelon, including its variety, where and when it was harvested, and even what crew harvested it. Driscoll's, a California-based berry grower, offers similar information through placing HarvestMark on its berry packages.

Mr. Grant said the identi-

fication system could be used in other food and beverage



categories, such as fruit beverages, coffee, tea, cheese, chicken and beef. For example, grass-fed beef suppliers could direct consumers to a web site and a video of cows grazing in the field where a specific package of beef came from, Mr. Grant said.

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ful production of plastic bottles, cut the amount of solid waste in landfills, raise

Waters North America.

To Mr. Jeffery, each of these predictions