

HarvestMark® | Item Level

Snapshot

- With HarvestMark, your products can be traced on-demand, anywhere in the supply chain, speeding response to a food safety event
- As leaders in item-level traceability, we will help you increase consumer connection, product quality, and brand preference
- Field-packed or line-packed; clamshells, bags or labels; large and small volume: we make traceability fit your business, not the other way around
- The HarvestMark team is your trusted partner for traceability

“If people have questions about our watermelons—we now have a simple and dynamic way to deliver that information instantly.”

Ryan Van Groningen,
Van Groningen & Sons

Traceability that reaches all the way to the consumer



Consumers prefer traceable food

Consumers increasingly want to be able to find out more about their food: safety, freshness, origin, grower profile. They want to provide feedback to the producer, and share their recommendations with friends. As brands look for ways to enhance consumer loyalty and preference and minimize the impact of a recall, item-level traceability can provide the answer. In fact, 83% of consumers say they would choose traceable produce over an identical non-traceable item.

Retailers want item-level traceability

Whether it's a single watermelon or a clamshell of strawberries, a product with a HarvestMark Code can be linked to specific harvest and packing information. HarvestMark helps speed response to a food safety event and narrows the impact of future recalls.

Traceability and your business

HarvestMark solutions give you access to new levels of quality and distribution data—improving overall operations and driving efficiency. They create a new way to connect, promote your products and growing practices, and learn about customer preferences.

Solutions that fit your needs

We've developed solutions for field-packed and line-packed workflows that have no impact on productivity, and minimize the amount of additional hardware required.

HarvestMark. Traceability starts here.

HarvestMark | Item Level

HarvestMark solutions enable you to:

- Add item level traceability, without impacting picker or packer productivity, or adding technology in the field
- Deliver controlled access to traceability information on-demand, when and where it's needed
- Get up and running quickly, supported by our network of packaging and label partners
- Add traceability to a wide range of packaging styles, including clamshells, bags, PLU labels, and tags
- Keep your existing packaging workflow—whether you field pack or line pack
- Create compelling content driven by your trace data that engages consumers

Why HarvestMark?

The HarvestMark team has made over a billion produce packages traceable.

We have a bilingual support staff in the US and Mexico, who are experts in workflow, traceability and listening to your needs. As a result, we continue to create the most innovative products and solutions in the industry.

We have partnered with packaging and label manufacturers across the world to make it easy to add HarvestMark traceability to your products.

Benefits

- Faster, narrower, less costly recalls, and a quicker recovery in consumer confidence
- Greater consumer loyalty with farmer profiles, region, and harvest information
- Better visibility into the supply chain with instant access to relevant data that can lead to reduced shrink and better quality
- Direct, instant, actionable quality feedback tied to harvest data helps you continually improve your operations



INSTANT TRACEABILITY ONLINE

TRACEABILITY
IN THE PALM
OF YOUR HAND



HarvestMark

Corporate Headquarters
1400 Bridge Parkway Suite 101
Redwood City, CA 94065

T: 866.768.7878 | 650.264.6200
F: 650.264.6220

sales@HarvestMark.com
HarvestMark.com

Get started

Let the HarvestMark team help determine the right solution that fits your business.

Call us today, find out more at our website, or email us to set up an appointment.

