



FOR IMMEDIATE RELEASE
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The Produce Marketing Association (PMA), Canadian Produce Marketing Association (CPMA), and United Fresh Produce Association (UFPA) are announcing plans to form a joint Produce Traceability Initiative to drive broad adoption of consistent traceability best practices throughout the produce supply chain.

PMA, CPMA and UFPA are combining forces to focus on the urgent need to use existing standards for the most effective trace back and trace forward practices between supply chain partners -- from field to fork. Other associations representing key retail and foodservice buyer segments of the North American food industry have also expressed their intent to participate; these include Food Marketing Institute, National Restaurant Association, International Foodservice Distributors Association, and Canadian Council of Grocery Distributors.

PMA President Bryan Silbermann said, "Our food safety system is not complete without a more robust and quicker ability to rapidly recall our products and trace their history. The issue of how to have improved produce traceability is not about the technology; it's about changing our business practices. Effective traceability must be a business imperative for everyone in our industry. Consumers and regulators expect it."

CPMA President Danny Dempster added: "In the last three years, CPMA and PMA have focused substantial resources developing our joint *Implementation Guide to Fresh Produce Traceability*. However, it's clear from a survey recently done by our two associations that a lot of work remains to drive greater adoption across the industry. Recent food safety concerns have added urgency to the need for more effective traceability."

UFPA President Tom Stenzel said: "The CPMA and PMA work on traceability to date has provided a good roadmap for the industry. Now, it's critical to drive industry support to actually implement some of these systems that can provide the traceability we need, without inefficiencies or costs that could be imposed upon us by well-meaning legislators or regulators who don't understand our industry."

The three associations will hold further talks during PMA's upcoming Fresh Summit convention in Houston on October 12-15, where traceability will receive substantial coverage in general sessions and workshops. An announcement will be made later this month with the names of industry leaders appointed to lead the new initiative.

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About Produce Marketing Association (PMA)

Founded in 1949, the Produce Marketing Association is the leading trade association serving more than 2,100 companies representing every segment of the global produce and floral supply chain. Members rely on PMA year round for the business solutions they need to increase sales and consumption, build strong professional relationships, and expand their business opportunities. For more information, visit www.pma.com.

About Canadian Produce Marketing Association (CPMA)

The Canadian Produce Marketing Association (CPMA) is a not-for-profit association committed to increasing the market for fresh fruit and vegetables in Canada, by encouraging cooperation and information exchange among all segments, in both the domestic and international arenas of the produce industry. The CPMA represents and serves a vertically integrated membership involving all levels of the produce supply chain from the grower/packer/shipper to retail and foodservice.

About United Fresh Produce Association

United Fresh Produce Association is a leading industry trade association committed to driving the growth and success of produce companies and their partners. United Fresh represents the interests of member companies throughout the global, fresh produce supply chain, including family-owned, private and publicly traded businesses as well as regional, national and international companies. The association was founded in 1904 to represent the produce industry, and recently took the name United Fresh as a result of the 2006 merger of the United Fresh Fruit & Vegetable Association and the International Fresh-cut Produce Association.

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