



New Kroger Salad Includes Traceability Technology

Oct 29, 2009 6:00 AM, By AMY SUNG

CINNCINATI ♦ Kroger has teamed with HarvestMark, a food traceability system from YottaMark, Redwood City, Calif., to offer customers easy access to information on where the retailer's new line of private label fresh salads was grown as part of Kroger's "Quality You Can Trace" program.

Each pre-washed, ready-to-serve bag of salad is priced from \$.99 to \$4.99, depending on the variety and the market, and carries a 16-digit code that shoppers can enter at HarvestMark.com to learn more about the salad's origin, packing location, ingredients, date and time the product was packed. Customers can also offer their feedback on the product.

"We are now working with the nation's largest traditional grocery retailer to bring traceability to consumers across the country and help respond to consumer's growing demands for more information about the food they buy at the store," Elliott Grant, chief marketing officer and founder of YottaMark, told *SN*.

"Furthermore, Kroger's use of HarvestMark on bagged salads extends the use of HarvestMark technology beyond whole foods," he added.