Circle Fresh Farms
Track and Trace Implementation Handbook

May, 2013

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Western Sustainable Agriculture Research and Education
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I. Overview of Product Traceability Initiative (PTI)

Background—Food Safety and the Changing Context of the Fresh Produce Industry

With the rapid internationalization of the food industry, concerns over food safety have grown exponentially. These concerns have been magnified by a series of high profile food borne illness outbreaks that have caused both sickness and death. As a consequence, many producers have been seriously impacted by recalls as well as general consumer avoidance of foods linked to the outbreaks. Often these producers have no role in the outbreak and may be thousands of miles from the incident. However, without a clear means of demonstrating that their products are not responsible, farmers cannot substantiate the safety of their crops.

In response to these concerns, the Federal government passed the Food Safety and Modernization Act in 2011 (Food Safety Modernization Act) that significantly expanded previous food safety responsibilities for the food industry. Final rule making for this Act is still in process, but it is clear that the new law will require substantially more record keeping and accountability for primary producers. (See http://www.fda.gov/Food/FoodSafety/FSMA/ucm334114.htm for more information on proposed rules).

Impacts on Producers

Two broad areas of response must now be considered by producers who want to minimize the potential risks and impacts of food safety issues and oversight.

Food Safety Plan—First, producers will likely soon be required to have written a comprehensive food safety and food handling plan—typically referred to as a Good Agricultural Practices (GAP) and Good Handling Practices (GHP) plans. Currently these efforts are voluntary but in many cases proactive retailers such as Wal-Mart, Safeway, Trader Joes and others are starting to require that their producers have these plans developed and their ongoing monitoring protocol in active compliance. Typically these plans must also be reviewed and field checked by a third party independent evaluator. In Colorado, the State Department of Agriculture provides this service. The State of Colorado’s Department of Agriculture provides in-state support and training around the GAP program including voluntary auditing services. More information on this program can be found at http://www.colorado.gov/cs/Satellite/Agriculture-Main/CDAG/1248443572427

Producers can also retain a number of private firms who specialize in these third party audits including Primus http://www.primusgfs.com/index.aspx, Scientific Certification Systems (http://www.scsglobalservices.com/?scscertified=1) and SQF http://www.sqfi.com/suppliers/certification-steps/).

Track and Trace Implementation—While having a food safety plan is an essential first step in demonstrating that a producer is using best available practices to minimize
and manage food safety issues, the producer must still be able to demonstrate that their products were not associated should an outbreak be isolated to a particular produce type with multiple producers. Until recently, the cost and complexity of this process made it cost and resource prohibitive to smaller producers. However, with recent advances in digital technology, these systems can now be developed and implemented by smaller producers. This project was designed to evaluate the options available for smaller producers as well as design and implement an actual Track and Trace pilot project using a technology selected from among those currently available to smaller producers.

**Overview of Track and Trace Systems**

With the growing number of high profile food borne illness outbreaks, the produce industry recognized the likelihood that food safety could be imposed as a regulatory framework. They could also see the rapid growth of independent but uncoordinated efforts to develop produce tracking systems. This raised the prospects for a series of competing systems that would likely create both retailer and consumer confusion further increasing the likelihood of government intervention. To avert this outcome the produce industry began taking proactive steps in the mid-2000s to create a shared platform for a single produce tracking framework—The Produce Traceability Initiative (PTI—[http://www.producetraceability.org/](http://www.producetraceability.org/)).

The Produce Traceability Initiative--The Produce Traceability Initiative (PTI) is a voluntary, industry-wide effort designed to facilitate the fresh produce industry to rapidly implement track and trace procedures in a standardized industry approach. PTI was developed and launched by some of the biggest entities in the produce industry including the Produce Marketing Association (PMA—[http://www.pma.com/](http://www.pma.com/)), United Fresh ([http://www.unitedfresh.org/](http://www.unitedfresh.org/)), GS-1 ([http://www.gs1.org/](http://www.gs1.org/)), and the Canadian Produce Marketing Association (CPMA [http://www.cpma.ca/](http://www.cpma.ca/)). The PTI is an industry-led, supply chain-wide Initiative governed by a 34-member Leadership Council. Participants range from grower/producers and packers, to distributors and retailers. The use of common standards in the supply chain across the produce industry will significantly enhance the ability to narrow the impact of potential recalls or similar problems, protecting both consumers and industry and supply chain members.

The PTI initiative has seven defining steps that each company must complete to achieve compliance.

1. Obtain company prefix
2. Assign GTIN numbers
3. Provide GTIN information to buyers
4. Show human-readable information on cases
5. Encode information in a barcode
6. Read and store information on inbound cases
7. Read and store information on outbound cases
A detailed explanation of the seven steps can be found at the PTI website http://www.producetraceability.org/. The requirements of each milestone will impact each company in different ways and may require modifications to internal systems or processes. The level of impact depends on the degree of tracking chosen. At the most basic level to achieve compliance, a company must track product down to the case level. Most basic track and trace systems are designed to achieve this level of tracking. For some products—melons are a common example—tracking may be implemented at the item level. This significantly increases the complexity, data intensity and mechanization required to accomplish this task efficiently.

**Case Level Tracking**
For this purposes of this project and analysis, case level tracking was the level of tracking chosen. With the utilization of QR codes, it would be possible to integrate item level tracking at a later time if either customer requirements or regulatory oversight required this level of monitoring. Given the decision to develop a system compliant with the PTI standards, the first step in this process is securing specific numbering allocations that are specific to each company and its particular products. The foundation of this system is the use of a numbering protocol called the Global Trade Item Number (GTIN).

Global Trade Item Number (GTIN)--GTIN is a numbering system developed by GS1 System (http://www.gs1.org). The GS1 organization was formed in 2005 and comprises the former EAN International and Uniform Code Council (UCC) organizations. UCC is known for successfully implementing the 12-digit identification number known as the Universal Product Code (UPC) in the United States. EAN International later developed the UPC system for use outside North America. The system provides unique identification worldwide and a GTIN can be used in barcodes or as Electronic Product Codes in Radio Frequency Identification (RFID) tags.

GTIN is an umbrella term introduced to ensure consistent terminology worldwide. It is important not to confuse a GTIN with a barcode. A GTIN can be represented by 8, 12, 13 or 14 digits. The number is encoded using existing barcode symbology. The following tables show the different GTINs and the barcode used for encoding the number.
Global Trade Item Number (GTIN) Barcode

GTIN-8

Using EAN8 Barcode

GTIN-12

Using UPCA Barcode

Using UPCE Barcode

GTIN-13

Using EAN13 Barcode
GTIN-14

Using UCCEAN 128 (now known as GS1-128)

Using ITF14 Barcode

Using Reduced Space Symbology (now known as GS1 Databar 14) Barcode

Figure 1 provides examples of PTI compliant labels.

**Figure 1**
The label typically includes both a numerical and bar code representation of a product tracking number. PTI has adopted the Global Trade Item Number (GTIN) system as the foundation of the PTI label system. This system was developed by the company GS-1 who now serves as the authorized source for issuing all GTIN numbers used in the PTI compliance system.

Each participating farm or producer must register with GS-1 and pay a fee based on the volume of sales it projects annually. GS-1 then authorizes a maximum amount of GTIN numbers for that vendor based on their scale of operations and the amount of their registration fee. Once the vendor or producer has secured this authorization and allocation of codes, it then goes through a process of registering each of its products to a unique GTIN number that will enable both the producer and its customers to track each of its product types. Guides for registering with GS-1 and for assigning GTIN numbers for products are included as attachments to this handbook.
II. Track and Trace System Comparisons

In choosing a Track and Trace system provider, there are a number of important factors to be considered. These include not only initial price, but ongoing costs (both for licensing fees and potentially for data storage); equipment, versatility, availability of on-site service and other considerations. As part of the analysis to evaluate which track and trace system would be most suitable for the Circle Fresh Network, a comparative analysis was conducted on the four leading system providers with products suitable for small producers. The rapidly changing nature of this field will lead to new vendors and products in the coming months and years. This assessment can provide a framework that new growers can use in evaluating potential service providers. The four vendors selected for the Circle Fresh comparison were:

1. PTI Print
2. Harvest Mark
3. Tru Trac/Foodlink
4. Redline Systems

A list of 28 system attributes were compared across the four vendors. The results from this analysis are displayed in the figure below.
# Track and Trace Company Comparison

<table>
<thead>
<tr>
<th>Feature</th>
<th>PTI Print</th>
<th>Harvest Mark</th>
<th>TrueTrac/FoodLink</th>
<th>RedLine-PTI Lite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help Obtain Company Prefix, PTI Milestone #1</td>
<td>YES</td>
<td>NO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Help Assign &amp; Manage GTIN Numbers &amp; GLN, PTI Milestone #2</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td>YES</td>
</tr>
<tr>
<td>Data Synchronization Files, PTI Milestone #3</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PTI Compliant Labels, PTI Milestone #4-5</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Read &amp; Store Information on Inbound Cases, PTI Milestone #6</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td>YES</td>
</tr>
<tr>
<td>Read &amp; Store Information on Outbound Cases, PTI Milestone #7</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Know how much to pay your growers/vendors</td>
<td>YES</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Know how much to bill your customers</td>
<td>YES</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatically Generate Purchase Orders, Bills, Sales Orders, and Invoices in QuickBooks ™©</td>
<td>Additional Fees</td>
<td>NO</td>
<td>NO</td>
<td></td>
</tr>
<tr>
<td>Easy To Use Software</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>24 Hour Technical Support</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>VoiceCode &amp; RPC Support</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Free software updates</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>Annual renewal fee</td>
</tr>
<tr>
<td>Secure data storage</td>
<td>YES</td>
<td>PTIExpress + PTIPro</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Sync GTIN lists and label templates with co-packers</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 100 GTIN's</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td>YES</td>
</tr>
<tr>
<td>Branded Response/Landing Page</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td>Additional Fees</td>
</tr>
<tr>
<td>Production Insights</td>
<td>YES</td>
<td>PTIPro</td>
<td></td>
<td>NO</td>
</tr>
<tr>
<td>Print &amp; Apply Automation Ready</td>
<td>YES</td>
<td>Additional Fees</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Implementation Consultion</td>
<td>Additional Fees</td>
<td>NO</td>
<td>Additional Fees</td>
<td></td>
</tr>
<tr>
<td>Feature</td>
<td>Apply</td>
<td>PTIPRO only</td>
<td>YES</td>
<td>Additional Fees Apply</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------</td>
<td>-------------</td>
<td>-----</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Integration with buying organization systems</td>
<td>YES</td>
<td>PTIPRO only</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>Item Level Traceability &amp; Mobile End Customer Marketing</td>
<td>YES</td>
<td>Additional Fees</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td>Apply</td>
<td>PTIPRO only</td>
<td></td>
<td>YES</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Computer/Hardware</th>
<th>Customer</th>
<th>$4,000/site (must buy from HM)</th>
<th>Customer</th>
<th>$4,850-PTI Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printer</td>
<td>Customer</td>
<td>included above</td>
<td>Customer</td>
<td>$4,850-PTI Light</td>
</tr>
<tr>
<td>Labels</td>
<td>Customer</td>
<td>$.003/lable (third party)</td>
<td>Customer</td>
<td>Purchase from RedLine</td>
</tr>
<tr>
<td>Software</td>
<td>$995</td>
<td>included above</td>
<td>included in annual fee</td>
<td>Included in annual fee</td>
</tr>
<tr>
<td>Annual Fees</td>
<td>$0</td>
<td>$1,500 PTI Express, $3,000 PTI Pro</td>
<td>$995+FoodLink Membership</td>
<td>$500</td>
</tr>
<tr>
<td>Per Case or Label Fees</td>
<td>&lt;=$0.025</td>
<td>$0 case level, $3.80/thous item</td>
<td>Label Only</td>
<td>No label fees</td>
</tr>
</tbody>
</table>

**Circle Fresh Farms – Grower’s Track and Trace Handbook**
Four overarching criteria were central to the comparison and selection of the final vendor:

1. Compliance with the Produce Traceability Initiative (PTI)
2. Cost—up front and ongoing
3. Complexity of use and availability of product support
4. Multiple site integration capabilities

All four systems were determined to satisfy the first criteria. The second criteria immediately disqualified one vendor—Harvest Mark. This had been the system the Circle Fresh Proposal was originally constructed around. However, the high costs of installation at each site ($4,000), the proprietary requirement of hardware, and the high annual renewal costs for each site, disqualified this vendor.

Of the three remaining vendors, only one other vendor was comparable in price (Foodlink), but its systems were not yet configured for multiple site integration. A final consideration that was significant in deciding on the system was the availability of on-site support. As the only vendor with a local presence, PTI Print was capable of providing on-site installation support as part of each of the farm deployments—all of this without an annual software fee.

The one downside to the PTI Print system was its per/label cost as part of maintaining all of the product information associated with each label. However, at only $.025/label—and with the many added features such as automatic website landing and QR code integration and readability by smart devices, this was viewed as a good value.
III. Financial Analysis

A critical factor in determining the viability for integrating track and trace systems for small to medium scale produce greenhouse operations was the cost—both initial installation and setup and ongoing operations. Drawing on the actual operational experience gained after implementing the system at CFF’s central packing facility, a series of cost factors were derived for:

- Initial installation costs
- Materials costs
- Labor costs
- Ongoing service or licensing fees.

These costs were compiled into a spreadsheet model that also enabled cost projection for different sizes of greenhouse operation. Three broad size categories were chosen for comparison based on common greenhouse sizes within the CFF network. These included 10,000 SF (approx. ¼ acre), 22,000 sq ft (approx. ½ acre), and 44,000 SF (approx. 1 acre). The results of this analysis are displayed in the table below. It indicates that costs range from $.12/case for a small ¼ acre facility to as low as $.07/case for a larger 1 acre facility. This would suggest that the cost of integrating a full-featured track and trace system make it financially viable for almost any scale of agricultural operation.
Financial Assessment of Track and Trace System Costs

Hardware
- Computer: $500.00
- Printer: $300.00
- Scanner: $100.00
Total: $900.00

Software
- One-time Set-up: $995.00
Total: $995.00

Setup Costs
- Prep and programming: $200.00
- Label layout: $100.00
- Setup support: $300.00
Total: $600.00

Total: $2,495.00

Years to depreciate expense: $7.00
Cost/yr for hardware: $356.43

Cost/case:
- @ 5,300 cases/yr: $0.067
- @ 10,500 cases/yr: $0.034
- @ 21,500 cases/yr: $0.016

Ongoing/Material Costs
- Labels: $0.02
- QR Codes: $0.02
Per case cost: $0.04

Labor Costs
- # of seconds/hour: 3600
- Labor cost/hour: $10
- $/second: $0.00278
- Second/label (config/print/apply): 5
- Labor cost @ 5 sec/label: $0.01

Total Cost for System-Labor & Materials
- for 10,000 SF facility: $0.12
- for 20,000 SF facility: $0.09
- for 40,000 SF facility: $0.07

Assumptions

<table>
<thead>
<tr>
<th>Facility Size and Case Production (tomato)</th>
<th>Yearly Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td></td>
</tr>
<tr>
<td>10,000 SF</td>
<td>5,300</td>
</tr>
<tr>
<td>20,000 SF</td>
<td>10,500</td>
</tr>
<tr>
<td>40,000 SF</td>
<td>21,500</td>
</tr>
</tbody>
</table>
IV. Implementation Steps

For producers interested in proceeding with the development and implementation of a Track and Trace system, the following represent the major steps and key information associated with each.

**Step 1: Secure a GS1 Company Identifier Number**

As the PTI Milestone’s document outlines, obtaining a company identifier number is the first step in establishing a track and trace system. This number is unique to each company and provides the prefix to all product specific numbers that are integral to a product tracking program. To avoid confusion and guide a coherent tracking framework, PTI designated a specific company—GS1—to serve as the issuer of company tracking numbers for the entire food industry. GS1 is a standards organization that has over a hundred branches around the world.

US-based growers work through GS1 US to secure their company prefix. This can be obtained at [http://www.gs1us.org/get-started/i-need-a-gs1-company-prefix](http://www.gs1us.org/get-started/i-need-a-gs1-company-prefix). It typically takes less than a week to secure that company GS1 number after making contact with GS1. The cost of the GS1 number is based on the volume of sales anticipated on an annual basis and the number of codes being used. For companies with gross sales less than $250,000 annually that needs up to 50 codes (one for each specific type of product), would have an initial fee of $760 and an annual renewal fee of $158. A company with revenues up to $500,000 but using less than 1,000 codes would have an initial fee of $1,575 and an annual renewal fee of $500. A company with sales over a $1M annually but using less than 1,000 codes would have an initial fee of around $3,000 and an annual renewal fee of $500. GS1 provides a rate calculator that is included as an attachment to this document.

The image below shows a typical certificate that is issued from GS1 once a company identifier has been secured.
Step 2: Create GTIN Numbers for Each Unique Product Offering

Once a GS1 number has been assigned, the next step is to create product identifier numbers that integrate the company ID secured above with a number specific to each unique product sold by the company. The most common of these identifier numbers is referred to as a GTIN number. GTIN stands for “Global Trade Item Number”. The GS1 organization provides substantial guidance in the creation of GTIN numbers. The following shows the sequence of actions undertaken to complete this task.

1. Enter https://datadriver.prod.gs1us.org/ into your browser’s address bar.
2. The GS1 Data Driver login window will appear:

3. Enter your GS1 USA username and password.

Username: _________________
Password: _________________

4. Choose your company and press the “Continue” button

5. Choose “Products” from the menu
6. A screen similar to below will load. Please click the “Enter a Product That Needs a Bar Code” button.

7. Choose the “Each/Individual Unit (Retail) option when the Packaging Level step is asked.

Press the “Next” button to continue.

8. The Product Packaging step loads. Most times you will use the Packaging Type of “Boxed.” But if you believe another packaging type is a better fit, feel free to choose it.

Ignore, or leave the Bar Code Dimensions at its default.
9. The **NEW PRODUCT: Product Measurement Details** step loads. Answer the Brand Name, Primary Product Description, and the measurements and weight of the new item. For the “Internal Part Number or SKU (Optional)” field, enter in your product identification number found in your accounting system, if applicable.
10. The NEW PRODUCT: Category Information step loads. Choose a department, usually “FRESH PRODUCE”, a Category, and then a Sub Category and Press the Submit button.

11. When the NEW PRODUCT: Product Summary screen loads confirm your information and press “Next”.

12. The NEW PRODUCT: Product Identification Detail Sheet is a great screen to print for your records. Please not the GTIN number listed for your product, because it will be used by the LeafTrack system.
Press the Finish button, and repeat the process for each product you would like entered into GS1’s database.

**Step 3: Select a Track and Trace Vendor**

The remainder of the key decisions related to system design and deployment will depend on the specific architecture of the track and trace vendor selected. There are substantial differences in both hardware and software systems that have substantial implications for both upfront costs, ongoing maintenance costs, and the organization and function of the track and trace operations station. The preceding sections have provided the analysis Circle Fresh conducted on the vendors available at the time it implemented this project. Based on this analysis, Circle Fresh Farms chose PTI Print as its vendor. The remaining section of this Grower Handbook provides the implementation handbook for the PTI Print system as it was configured for the Circle Fresh Farms network. A step-by-step video guide is also available at the special facebook page set up to provide support and assistance to producers interested in developing a track and trace system. Please see:

V. PTI Print Track and Trace Program Start-up Guide

PTIPRINT
Printing User Guide
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**Overview**
After you login into your PTIPRINT system you will see the main printing screen. It is broken up into a few sections.

**Menu**
As you hover over your menu options a drop down may appear with additional options. The menu shows you all the different options you have available with your system. Often times this includes the ability to create labels, delete labels, ship, receive, and generate reports.

**Printing Options**
A label is made up of many different parts and they are controlled with the printing options. As you change the printing options it updates the label preview. Please continue reading to find out more about what each printing option does for your labels.

**Print Button**
Once you’ve chosen all of your printing options, press the Print button to generate and print your labels. By clicking print, you are generating your product specific traceability labels, entering the items into inventory, and using PTIPRINT LiveQR codes. Before pressing Print, you should make sure that the label preview looks like what you want your labels to look like. The product should match what you are packaging, and the lot number, date, and grower should match too.

**Label Preview**
The label preview shows you what your labels will look like when you print them. It changes whenever you change a printing option that affects the label. Before pressing Print; make sure that the label preview looks like what you want your labels to look like. The image on the screen should match what you are packaging including; lot number, date, and grower information.

---

*Circle Fresh Farms – Grower’s Track and Trace Handbook*
**Label Overview**

Your PTIPRINT application has various label formats, and we’ll illustrate the most common labels and layout.

**Standard Carton Label (4" wide by 2" tall)**

The standard carton label, contains all the information required by the Product Traceability Initiative, in addition, it provides mobile marketing to your consumers because they can scan the QR code with their mobile device and find out information about the product including food safety, traceability, and recall status.

**Pallet Labels (3 Total)**

**SSCC (Serial Shipping Container Code)**

The SSCC or Serial Shipping Container Code, is a barcode placed on every pallet, mandated under the Product Traceability Initiative, and it is generated automatically when you are printing with pallet labels. The SSCC is included on Advanced Ship Notification documents.
The Pallet Tracking label is used during transfers, like shipping, receiving, and delivery to the end customer.

**Hybrid Pallet Label**

The Hybrid Pallet Label, is also mandated by the Produce Traceability Initiative, and includes the information about the pallets contents. It says how many cartons, what the cartons contain, and where they’re going. It also contains a Level QR code that can be scanned by the end customer to find traceability and food safety information.

---

**Need help or have a question?**

PTIPRINT Support

support@PTIPRINT.com

(303) 862-3000
**Printing Labels**

Once setup, printing labels can be as easy as updating which product you’re packing, and how many labels you need, then pressing print. Below is an illustrated guide to printing labels.

**Step-by-Step to Print Labels**

1. Login to PTIPRINT, or press the labeling option on the menu.

![Image of Printing Labels Screen](image)

2. Check your lot number is set correctly. Feel free to update it to what you need. This field populates based upon the lot options you choose in your settings.

![Image of Refresh Lot Number](image)
3. Set the product option, to the product you are packaging.

4. Set the source, to the originating grower/producer/manufacturer of the product.
5. Set the destination to the end customer for all the labels you’re printing. Sometimes, this is simply set to your cooler.

![Print Labels screenshot]

Need help or have a question?

PTIPRINT Support
support@PTIPRINT.com
(303) 862-3000
6. If you’re printing pallet labels, verify the Cartons Per Pallet value is set to the number of boxes you put on a pallet.

For example, 20 boxes fit on a pallet. In order to do this, set the Cartons per Pallet value to 20. If you choose to print 25 cartons, the system will automatically print a set of pallet labels after the 20th carton label, and then another set for the last 5 cartons. Printing less than the number of cartons that fit on a pallet, will still print pallet labels after the last carton label is printed.

Setting the Cartons Per Pallet value to 0 (zero), means the system will not print pallet labels for that print job.

7. Set the number of carton labels to print.
8. Verify the preview matches what you would like to print.

![Print Labels](image)

Your labels will start printing automatically after they are generated. The more labels you print the longer it will take to generate and print the labels.

9. Press the Print button.

![Print Labels](image)
Deleting Labels
Sometimes you print labels you don’t need. You can delete the labels by following the directions below. Otherwise, using your reporting options you can view the cartons in the system and remove them by clicking the corresponding delete link.

To remove labels by scanning:
1. Under the Labeling option in the menu, click the Delete Labels option.

2. Scan each label you would like to delete with a barcode scanner attached to your print station. If you don’t have a barcode scanner you can type the 8 letters and numbers above or below a tracking barcode.

3. After each scan, the information from that carton is shown below the scanning area.

4. Once you have scanned all your labels confirm that the list shown matches the labels you would like to remove.
5. Press the Remove Label button.

6. A popup will alert you to how many cartons were removed, and if any errors occurred.

**Setting Defaults**
Sometimes a print station is always using the same printing option over, and over again. We have added default options for each of the printing options. When you check the Default checkbox, next to a printing option it will always default to that option each time your PTIPRINT software loads.

**Step-by-Step Setting the Default for a Printing Option**
1. Set the printing option value to whatever you would like the default to be. This example illustrates setting a default product. The process is the same for setting a default grower, destination, carton labels to print, and cartons per pallet.

2. Check, the Default Checkbox

**Printing Label’s Without Packaging Date**
By default your PTIPRINT application will print the packaging date on your label, and this will be the date the label is printed. You can print labels with the packaging date turned off by toggling the print date printing option. The Produce Traceability Initiative mandates that the packaging/harvest date should be in a human readable format or encoded in the lot number.
Step-by-Step to Print Labels without the Packaging/Harvest Date

1. Find the Print Date printing option

2. Set it to No

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(303) 862-3000
Reprinting Labels

Sometimes printers run out of labels and get jammed, or maybe the labels got misplaced or trashed accidentally. This means you may need to reprint labels that were already generated. Labels can only be reprinted from the computer that originally printed the labels. Login to PTIPRINT on the computer that originally printed the labels, scroll to the bottom of the Print Labels screen, find the print job you want to reprint and click the reprint link. Step-by-step directions are illustrated below.

Step-by-Step to Re-Print Labels
1. Login to PTIPRINT or press the Labeling link in the menu.
2. Scroll down the page to the Last Print Jobs section.
3. Find the print job you would like to reprint and press its corresponding Reprint link. The labels will be generated again and sent to your printer.

Making & Editing Orders
To make a new order, hover over the More menu option, then hover over Orders, and Click Manage Orders. A list of current orders in the system is displayed. Click the Add Order button to make a new order, or click the Pencil icon next to the order you would like to edit. Fill in the order options, and press the Create New Order button if making a new order, or if editing press the button is named Save Order. After you have created your order you are able to print a Pick List for employees to fill the order. You or employees filling orders are able to print the order’s invoice after it has been filled.

When making orders the text entered into the Order Notes section is displayed on the Pick List for employees. If the order is for $0.00 the notes are displayed on reporting to source farms, and the order notes are displayed on all reports designed for your accounting department.

The Closed option is filled in automatically when employees mark an order complete. You can also manually close an order by typing in a date and time in this box. Orders aren’t considered closed until this option is filled in, and the order isn’t converted into an invoice for import into Quickbooks unless this option is filled in as well.

Entering items for the order can be done by typing the items SKU or name and choosing it from the displayed list. Enter the quantity of the item for the order and press enter or the Add to Order button. The quantity available in inventory is then displayed and the price charged to the customer can be adjusted.

Step-by-step illustrated directions on creating and editing orders are below.
Step-by-Step Guide to Making & Editing Orders

1. Login to PTIPRINT and hover over More in the Main Menu. Hover over Orders and Manage Orders.

2. Click the Add Order button.

3. The New Order Screen is displayed.

4. Choose the customer for the order.

5. Enter any order notes, the customer’s PO Number, the terms for the order, the delivery method, and the date the order should be shipped.
6. Only enter a date in the Closed field if the order is completed. If an employee has forgotten to finish the order you can manually enter the closing date in this field.

7. In the search for products field, enter the SKU, or product name and choose it from the drop down list. Then enter the quantity you would like on the order. Press the enter key to add it to the order, or press the Add To Order button.

8. Once all the products for the order have been entered press the Create New Order or Save Order button.
9. The order is then saved and your order number is displayed. In addition, you are then able to print the Pick List and Invoice.

Filling Orders & Shipping Product
By filling an order it is also shipping the product you filled the order with to that customer. To fill an order, hover over Transfer on the Main Menu and choose the Ship option. The orders that need to be shipped are displayed. Clicking the arrow takes opens the order and allows you to scan the boxes for the order. From that screen you can finish and close the order and print the order’s invoice. Below is a step-by-step illustrated guide on how to fill an order.

Step-by-Step to Fill An Order
1. Login to PTIPRINT and hover over Transfer and click Ship.
2. Find the order in the list and press the Fill Order Icon.

![Open Orders](image)

3. Scan the LiveQR or Tracking Barcode on each box you’re using to fill the order. It is added to the list of items on the order.

![Scan the LiveQR or Tracking codes on each carton or pallet](image)

4. Press the Deliver button to finish the shipment.

5. Then if the order is complete press the Close Order link, and if necessary click the Print Invoice link to generate the invoice for printing.

![Items On Order](image)

Receiving Products
If you are receiving product from another business that uses PTIPRINT you can use the same labels that were originally placed on the box, they just need to be received into your system. To receive a carton, hover over Transfer in the Main Menu and click the Receive link. Then choose the location you would like to receive the carton(s) into, and scan each carton that you want to receive. Below are step-by-step directions to receive products into your system.
Step-by-Step to Receive Products

1. Login to PTIPRINT and hover over Transfer in the Main Menu. Then click on Receive.

2. Choose the location from the list where you want to receive the products.

3. Scan each item.

4. Click the Receive button to finally receive and save the items.

Mobile Usage

All functions of PTIPRINT work on tablets and mobile devices that run the Google Chrome Browser. Printing labels from iOS devices may require additional hardware to make your printer compatible on the iOS Operating System. Reporting and other functions are easier to read and use on tablets and computers rather than your mobile phone because of the size of the screen. The scanning of labels requires additional hardware, namely a Bluetooth barcode scanner that is compatible with your device. Contact PTIPRINT support for more information.

Reports

The reports section of the menu contains all the reports for your organization. Reports always include the ability to trace-back and trace-forward cases, lots, products, products from sources, and products sent to destinations. If you do not have a desired report, or need help with any of the reports please contact PTIPRINT Support at (303) 862-3000.
Produce Traceability Initiative Milestones & Compliance

Your PTIPRINT system allows you to be compliant with the requirements and milestones outlined in the Produce Traceability Initiative (PTI) (http://www.producetraceability.org). PTI specifies the following seven milestones, and PTIPRINT complies with all seven, the compliance information is outlined below.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Milestone Description</th>
<th>PTI Print Milestone Compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milestone 1</td>
<td>Obtain GS1 USA Company Prefix</td>
<td>Performed during setup</td>
</tr>
<tr>
<td>Milestone 2</td>
<td>Assign GS1 USA GTIN numbers to all products</td>
<td>Performed during setup</td>
</tr>
<tr>
<td>Milestone 3</td>
<td>Provide GTIN Numbers to Buyers</td>
<td>Product GTIN Report</td>
</tr>
<tr>
<td>Milestone 4</td>
<td>Show Human Readable Information On Cases</td>
<td>Included on PTIPRINT Label</td>
</tr>
<tr>
<td>Milestone 5</td>
<td>Encode information in barcode</td>
<td>Included on GS1-128 barcode on label</td>
</tr>
<tr>
<td>Milestone 6</td>
<td>Read and store information inbound cases</td>
<td>Captured during label creation and during Receiving</td>
</tr>
<tr>
<td>Milestone 7</td>
<td>Read and store information on outbound cases</td>
<td>Captured during shipping and filling orders</td>
</tr>
</tbody>
</table>

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Android, Google, and Google Chrome are trademarks of Google Inc.

GS1 is trademarked in the USA by GS1 USA Inc.

Quickbooks is trademarked by Intuit Inc.

The Produce Traceability Initiative (PTI) is a set of specifications agreed upon by CPMA, GS1 US, PMA, and United Fresh and all their names are trademarked to their respective companies.

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Original Draft Date: January 19, 2013
Last Updated: May 21, 2013

Need help or have a question?

PTIPRINT Support
support@PTIPRINT.com
(303) 862-3000
## Attachment 1 - PTI Pricing Document

**FO**
Sample farm-PTI print customer

**R:**
Farm representative
Address of facility or business office
Address of facility or business office

**Customer Order**
Date: 
Prepared by:
Agent:

**Overview:**
Defined hardware location
Example of an initial estimate for LeafTrack® Print Stations installed in one physical location.

The following is an outline and estimate for potential product and services to be provided by LeafTrack LLC.

*THIS IS AN ESTIMATE ONLY AND DOES NOT REPRESENT A CONTRACT FOR PRODUCTS OR SERVICES.*

### Items / Components / Systems

<table>
<thead>
<tr>
<th>Items / Components / Systems</th>
<th>Cost / Fee</th>
<th>Unit</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a PTI Print Software (per Grower/EIN/Source)</td>
<td>$995.00</td>
<td>ea</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>Production Management Application - (per Device License)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i Qty: 1 to 2 Device Licenses</td>
<td>$65.00</td>
<td>ea/mo</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>ii Qty: 3 to 14 Device Licenses</td>
<td>$45.00</td>
<td>ea/mo</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>iii Qty: 15 or more Device Licenses</td>
<td>$25.00</td>
<td>ea/mo</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>c POS Software (per license)</td>
<td>TBD</td>
<td>na</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d LiveQR Codes (PRE-PAID ONLY) paid prior to delivery, per order</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e LiveQR Codes (30 NET MONTHLY BILLING) per order</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See Page 2 for detail of ordered / estimated Pre-Paid Codes

| Pre-Paid Codes Ordered / Estimated | | | $- |

See Page 2 for details of ordered / estimated 30 NET Billing Codes

| 30 NET Billing Codes Ordered / Estimated | | | $- |

### SERVICES (Consulting, Design and Integration)

<table>
<thead>
<tr>
<th>Items / Components / Systems</th>
<th>Cost / Fee</th>
<th>Unit</th>
<th>Quantity</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Customer Assessment (Initial Only - 1hr) incl</td>
<td></td>
<td></td>
<td>0</td>
<td>nc</td>
</tr>
<tr>
<td>b Follow-Up Meetings and Design Analysis</td>
<td>TBD</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>Prep and Pre-Install programming of PTI multi-station platform only</td>
<td>$100.00</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>Set-Up &amp; Support (platform programming &amp; hardware config)</td>
<td>$100.00</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>d Follow Up Support (platform programming &amp; hardware config)</td>
<td>$100.00</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
</tr>
<tr>
<td>General and Customer Service Support (telephone, email) nc</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
<td></td>
</tr>
<tr>
<td>Prep and Pre-Install programming of PTI multi-station platform only</td>
<td>$100.00</td>
<td>hr</td>
<td>0</td>
<td>$-</td>
</tr>
</tbody>
</table>
### Label layout and semi-custom design (4” x 2” or 11” x 2” size only)
- $100.00/hr 0/-
- Prep and Pre-Install programming of PTI multi-station platform only
- $100.00/hr 0/-

### Equipment
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Quantity</th>
<th>Unit</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Computer - Desktop Computer System (w/ 19” mon)</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>b. Scanner - Desktop Wired QR Scanner</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>c. Scanner - Wireless barcode Scanner</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>d. Printer</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>e. Other Equipment</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
</tbody>
</table>

### Administrative Requirements

#### Subtotal

### Other

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Quantity</th>
<th>Unit</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Deposits / Payments:</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>b. Changes, Additions and Adjustment</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>c. Taxes - Applicable Sales and Transaction (State, County and Federal)</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td></td>
</tr>
</tbody>
</table>

*Estimate does not include any taxes or fees that are assessed by city, county, state and federal (to be applied at invoice).*

#### Total

---

**Notes:**
1. Initial meeting and concept discussions of customer requirements, limited to one (1) hour at no charge.
2. Initial scheduled set-up of system only, does not include delays, rescheduling and or additional requirements.
3. Unless directly stated in customer order or contract, customer is solely responsible to obtain and provide all fully functional equipment, systems and utilities.
4. QR code price is per code per transaction, and discount pricing only applies to pre-order code purchases (customer is solely responsible for all unused codes).
5. Customer is responsible for all travel, lodging and mileage expenses for any support travel to/from customer location(s).
6. All other provided, designed and fabricated materials: May require deposit or prepayment, and may require additional support.

Additional Conditions and Requirements of the Estimated Products and Services May Be Outlined in the Contract.
### LiveQR Codes (30 NET MONTHLY BILLING) per order and transaction.

<table>
<thead>
<tr>
<th>Code Type</th>
<th>Minimum Order</th>
<th>Quantity Range</th>
<th>Rate  per Unit</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>i</td>
<td></td>
<td>Minimum QR Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii</td>
<td></td>
<td>5000 to 250,000 QR</td>
<td>$0.035</td>
<td></td>
</tr>
<tr>
<td>iii</td>
<td></td>
<td>Over 250,000 QR</td>
<td>$0.0275</td>
<td></td>
</tr>
<tr>
<td>iv</td>
<td></td>
<td>Over 500,000 QR</td>
<td>$0.02</td>
<td></td>
</tr>
<tr>
<td>v</td>
<td></td>
<td>Over 750,000 QR</td>
<td>$0.0175</td>
<td></td>
</tr>
<tr>
<td>vi</td>
<td></td>
<td>Over 1mm QR</td>
<td>$0.015</td>
<td></td>
</tr>
<tr>
<td>vii</td>
<td></td>
<td>Over 2.5mm QR</td>
<td>$0.0115</td>
<td></td>
</tr>
<tr>
<td>viii</td>
<td></td>
<td>Over 5mm QR</td>
<td>$0.0075</td>
<td></td>
</tr>
<tr>
<td>ix</td>
<td></td>
<td>Over 10mm QR</td>
<td>$0.0050</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td></td>
<td>Over 25mm QR</td>
<td>$0.0035</td>
<td></td>
</tr>
<tr>
<td>xi</td>
<td></td>
<td>Pre-Printed Codes</td>
<td>$0.20</td>
<td></td>
</tr>
<tr>
<td>xii</td>
<td></td>
<td>Custom Print Labels</td>
<td>$0.20</td>
<td></td>
</tr>
</tbody>
</table>

### 30 NET MONTHLY BILLING CODES SUMMARY:

<table>
<thead>
<tr>
<th>Description</th>
<th>Unit Price</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:**
- Minimum QR Code order is quantity of 5,000 per order
- Pre-Printed Codes (roll only, 250 codes per roll only + shipping)
- Custom Print Labels (same as above, plus design and printing)
Attachment 2 - GS1 Fee Calculator

To insure access to the most up-to-date version of the GS1 pricing guide, please go to this weblink and select the hot button to the right of the screen titled “BARCODE AND FEE ESTIMATOR”. Here is the website location:
http://www.gs1us.org/get-started/im-new-to-gs1-us/get-your-company-prefix