



A traceability system allows the food industry to:

- Promptly locate and remove unsafe products in case of a recall.
- Protect brand reputation — keeping precise records allows companies to quickly identify and recall only unsafe products.
- Reduce the scope of a recall, demonstrating good corporate citizenship and a high level of concern for public health, thus limiting negative media exposure and perhaps even turning it positive.
- Minimize the size of a recall and reduce the cost incurred in recovering or disposing of products in the marketplace.
- Find the most efficient ways to produce, assemble, warehouse, and distribute products.



Friday, April 22, 2011

FRUIT TRACEABILITY WORKSHOP

8:30 a.m.—3:00 p.m.

MSU Trevor Nichols Research Complex
 Angus J. Howitt IPM Training Room
 6237-124th Ave,
 Fennville, Michigan 49408
 Tel: (269) 561-5040
<http://www.maes.msu.edu/ressta/tnrc/ipmtraining.htm>

Accommodations for persons with disabilities may be requested by calling Dr. A. Gómez at (269)561-5040 by April 18, 2011 to ensure sufficient time to make arrangements. Requests received after this date will be met when possible.

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REGISTRATION FORM: TRACEABILITY WORKSHOP (April 22, 2011)

Registration Due Date: Monday, April 18, 2011 (needed for lunch count)

Name(s) Nombre(s) _____

Farm Name: _____ Address (Direccion) _____

City/State (Ciudad/Estado) _____ Zip (Codigo postal) _____

Email Address (Direccion) _____ Amount Enclosed _____

REGISTRATION FEE: \$75.00 First attendee per company, \$50.00 per each additional attendee from the same company

AMOUNT Enclosed: \$ _____ (Please pay by check and/or payable at the door) Registration includes all educational

materials and lunch. **Make check payable to: MSUE Ottawa County**, Mail to: Dr. Carlos Garcia, MSU Extension, 12220

Fillmore St., Suite 122, West Olive, MI 49460. Questions: Judy Hanson (616) 994-4548

WHY SHOULD YOU ATTEND THIS WORKSHOP?

- ◆ To **learn** about the Produce Traceability Initiative (PTI).
- ◆ To **learn** about different traceability systems which may help *you* reduce the production and distribution of unsafe or poor-quality products, which in turn reduces the potential for bad publicity, liability, and recalls.
- ◆ To **meet** fellow growers and traceability companies who may show *you* how to plan and implement a traceability program in your plant or farm.
- ◆ To be more **proactive** in the small & fruit industry and help it be at the forefront of safe food!



MEET YOUR PRESENTERS:

Mr. Gary Wishnatzki, a native of Tampa, FL is sole owner of Wishnatzki Farms, based in Plant City, FL. He is very active in the traceability arena. His company Virtual One developed the FreshQC system in 2006. Since 2008, FreshQC provides traceability all the way to the clamshell. It was developed in response to the Produce Traceability Initiative (PTI) and has helped Wishnatzki Farms enhance quality.

Mr. Ross Bonn, Program Manager for TRUETRAC software solutions at Bunzl Distribution. He's been in the mobile data collection industry for over 25 years and recently brought food traceability leadership to the produce industry, leading large scale projects with the State of Hawaii Dept of Agriculture, Dole Fresh Vegetables in Monterey, CA and Growers Express of Salinas, CA to name a few.

Ms. Diane DuRussel, Office Manager of DuRussells' Potato Farms, Inc., (DPF). She has worked in the office since 1990 doing payroll, now also accounting & compliance. DPF harvests over 2000 acres of 20 various crops & grains. DPF is a Select Supplier for Campbell's Soup Company along with being USDA, GAP and MDA MAEAP Certified. The farm was presented the "Wolfgang Memorial" Conservation Farmer of the Year Award for 2009.

Mr. David C. Smeltzer, a fourth generation fruit farmer from Bear Lake in Manistee Co. After graduating from Alma College in 1979, David joined the family farm. With his father, he runs West Wind Orchards (120 acres of apples and 40 acres of cherries). He is President of the Benzie-Manistee Horticultural Society and member of the state horticultural board, and also of the local farm bureau.

Mr. Donald Tomkinson, President/Owner of Advanced Traceability Solutions, Labeling Solutions and also President/CEO of Framework Technologies Corp. of Burlington, MA. Originally from Portland, ME, has a B.S. in Industrial Engineering from Univ. of Maine (ME) & a MBA from Univ. of Rhode Island (RI). Powerful data collection, analysis & tracking from field preparation & harvest to processing to shipment.

◆ 8:30 - 9:00 a.m.- REGISTRATION

◆ 9:00 - 9:05 a.m. - **Introduction**
Dr. Anamaria Gómez R.

◆ 9:05 - 10:00 a.m. - **The Produce Traceability Initiative, What You Need to Know.**
Mr. Gary Wishnatzki, President & CEO
Wishnatzki Farms, Tampa, Florida

◆ 10:00 - 11:00 a.m. - **Traceability Solutions for Small Farms.**

Mr. Ross Bonn, Program Manager,
TRUETRAC Software Solutions at Bunzl
Distribution. North Kansas City, MO

11:00 - 11:10 a.m. **BREAK**

◆ 11:10 - 12:00 p.m. - **Traceability from a Produce Farm's Perspective**

Ms. Diane DuRussel, DuRussells' Potato
Farms, Inc., Manchester, MI

12:00 - 1:00 p.m.- **LUNCH (Provided)**

◆ 1:00 - 2:00 p.m. - **Putting the ABLE in Traceable**

Dr. David Smeltzer, West Wind Orchards,
Bear Lake, Michigan

◆ 2:00 - 3:00 p.m.- **Exact Harvest Point of Origin Using Affordable GPS Mobile Printing System**

Mr. Donald Tomkinson, President and Owner
of Advanced Traceability Solutions, Inc.,
Maine

◆ 3:00 p.m. - **ADJOURN**