



Date: May 29, 2013  
To: Wal-Mart and Sam's Club Produce Suppliers  
Re: Case Labeling Standard

Greetings supplier partners,

As you know, both Wal-Mart and Sam's Club are long time supporters of the Produce Traceability Initiative, its milestones and standards. Along with that, we are corporately placing a heightened focus on freshness, quality and satisfaction of the produce we sell to our customers. In the past months we've invested significant resources to improve our freshness, flow, and store level execution. To ensure customer confidence in produce industry-wide, food safety and traceability continue to be one of the most important focus areas.

To that end, we're ready to take the next big leap towards standardized case labeling and product track and trace. We recognize and commend those of you that are already there. We appreciate your trail blazing efforts. The fundamental pieces are in place, and are being demonstrated on a commercial level by many small, medium, and large suppliers. It is now the time for us to move it to the norm;

- ***Effective November 1, 2013, all fresh commodity produce delivered to a Wal-Mart Distribution Center will be required to have standardized case labels, consistent with the PTI standards.*** Wal-Mart and Sam's receiving specifications will be updated with a requirement for standard case label including GTIN, Lot/Batch#, Voice Pick code and Pack or Sell-By Date.
- We will work with suppliers who are making ***a good faith effort*** towards standard case labels by using the spec exception process. Through buyer discretion, additional time may be allotted to those who are working hard at achievement, but still need a little more time.
- Initially, product that is not label compliant will be received as A- out of spec ***unless*** an active exception has been issued by the buyer prior to delivery.
- On January 1, 2014, product out of compliance will be rejected as out of spec ***unless*** an active exception has been issued by the buyer prior to delivery.

Additional information on the time line and label standard is attached. Please work with your Wal-Mart or Sam's buyer/sourcer for additional detail, or with any questions you have.

These efforts are designed to create transparency in the supply chain so our customers can be confident in the freshness of the produce they are bringing home to their families. Let's work together to close this out and achieve comprehensive produce supply chain visibility. Our produce businesses have strong momentum, and we look forward to taking another step towards improving the produce experience for our customers.

Thank you,

**Dorn Wenninger**  
Vice President – Produce / Floral

**Russell Mounce**  
Senior Director – Produce / Floral

Wal-Mart Stores, Inc.  
U.S. Produce Division  
702 Southwest 8th Street  
Bentonville, AR 72716

Sam's Club, Inc.  
Fresh Division  
2101 SE Simple Savings Drive  
Bentonville, AR 72712

Wal-Mart and Sam's Club standardized case labeling implementation time line:

May - Aug '13

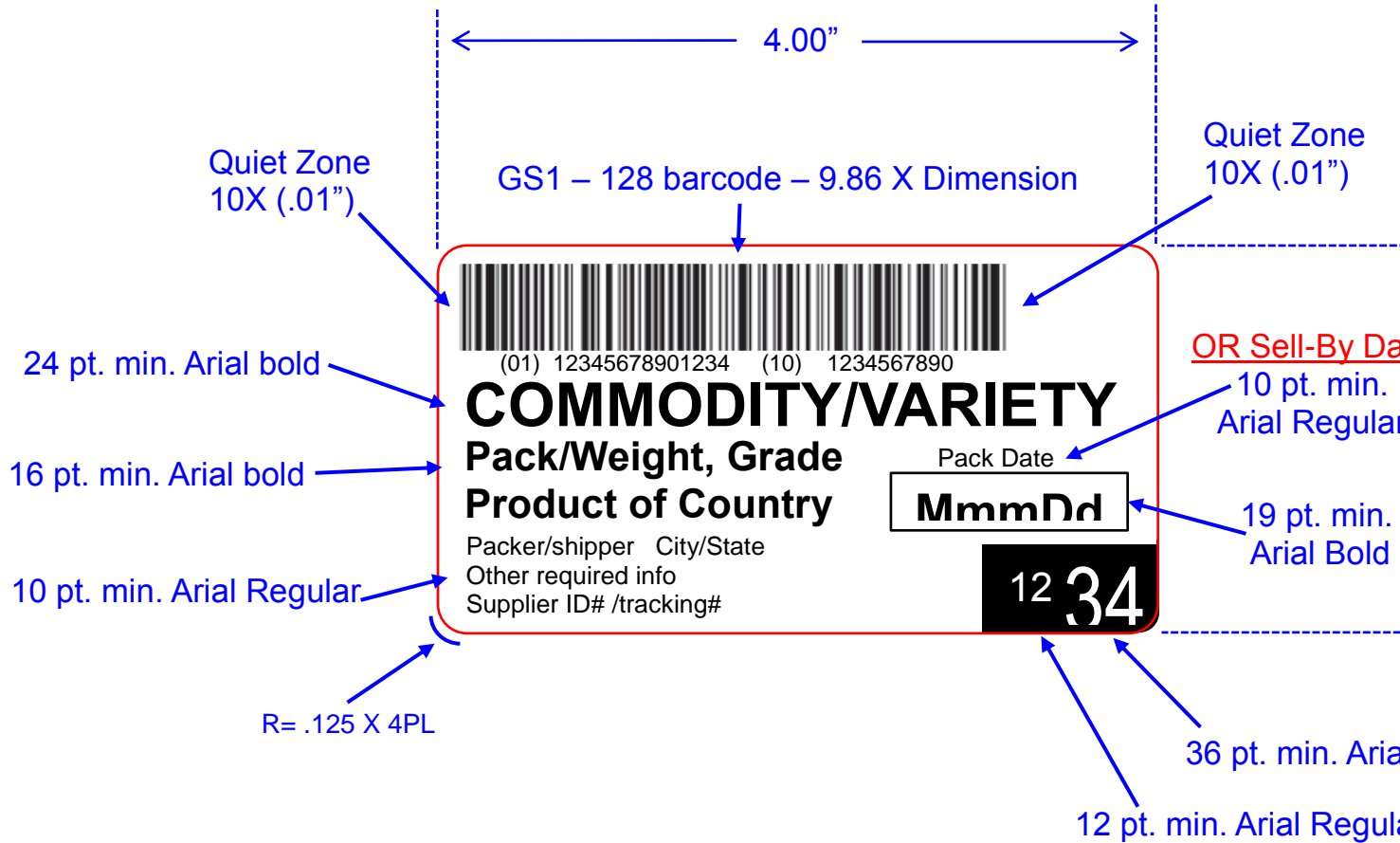
Sep - Oct '13

Nov '13



Case Labeling Standard (technical view)

Note: to maintain one uniform standard, the RPC label will be required for all products, RPC and Conventional Cartons



Case Labeling Standard (item example)

4.00"

Scan-able barcode



(01) 14865239852157 (10) FL094529JL

**TOMATOES / ROMA**

**25 / LBS, US #1**

**Product of USA**

Tomato Farms Lakeland FL  
Item# 5432-98765

Pack Date  
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**63 61**

Item in ALL CAPS

3 letter Mo and pack or sell-by date

Any other info. Misc. or required by packing regulations

Vocalect Voice Pick Code