



Produce Traceability Initiative

Milestone 4: Show Human-Readable Information on Cases

Q: What information do I need to have shown on cases of produce?

A: At minimum, the GTIN number from the brand owner and the Lot or Batch # from the company packing the case must be shown in human readable form underneath the barcode.

NOTE: if the Lot or Batch # is not unique by Pack or Harvest Date, the Pack or Harvest Date must also appear in human-readable form underneath the barcode.

Q: Who needs to put this information onto the case?

A: Those packing the case will need to put this information on each case of produce.

Q: If I am not repacking or reconfiguring the case, do I need to put additional information on the case?

A: If the case of produce is simply “passing through” your operation, you will not need to put any additional information on the case. You will, however, be responsible for reading and storing this information as per Milestone #6 and Milestone #7.

Q: If I am repacking or reconfiguring the case, whose GTIN should I use?

A: If you are using your brand for the reconfigured/repacked case, it will be your GTIN and your Lot/Batch #. If you are repacking/reconfiguring for someone else, it will be their GTIN, but your Lot/Batch#.

Q: When should companies begin putting this information onto their cases?

A: Those companies packing the case will need to begin putting this on all of their cases of produce to meet suggested implementation by the end of the calendar year 2011.

Q: Is there a standard case label that can be used to display both the human-readable information and the machine-readable barcode needed by Milestone #5 for each case of produce?

A: Yes. See the Best Practices for Milestone #5.