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February 1st, 2012

To All Stater Bros. Valued Suppliers,

I want to update you on one of our industry's key efforts – the Produce Traceability Initiative (PTI) – and our expectations of you as a valued supplier. We appreciate and applaud the efforts of those suppliers who have already met their PTI milestones.

Stater Bros. continues to support the PTI timeline and milestones, and therefore requests that our suppliers make their best efforts to ensure that each case of produce shipped to our facilities by March 31st, 2012 carries a PTI-compliant traceability label. In order to ensure continued consumer confidence and increase produce consumption, we believe a comprehensive, standards-based, case level traceability system is a necessity. This is a shared responsibility, and we appreciate your participation with us to make it a reality.

We want to make sure that your questions about PTI compliance are addressed, so we have engaged the HarvestMark team as a resource for you. The team has a great deal of experience deploying GS1-compliant, PTI solutions and will be able to answer your questions about GTIN assignment, RPC and Case label formats, Voice Pick Code calculation, label and hybrid pallet tag best practices, and implementation options.

You can access the Stater Bros. PTI information center here:

Email questions to: StaterPTI@harvestmark.com
Call with questions: +1 650 264 6402
Online resource: www.harvestmark.com/StaterPTI

Best Regards,

Roger Schroder
VP of Produce & Floral