



Date: August 20, 2010
To: Wal-Mart Produce Suppliers
Re: Produce Traceability Initiative (PTI)

The purpose of this letter is to update you, our valued produce suppliers, of Wal-Mart's continued support and endorsement of the Produce Traceability Initiative (PTI).

As a key trading partner within the produce industry, we have not wavered in our expectation that our suppliers adhere to the milestones and timelines of the PTI. From senior executives to the sourcing buyers and replenishers, we remain committed to these same timelines and milestones. We eagerly look forward to a comprehensive, standardized case level traceability system and need your active participation to make this a reality.

Achieving whole-chain traceability and enabling rapid identification, isolation and removal of tainted product from the supply chain is a shared responsibility of all players in this industry. We take this responsibility very seriously. Suppliers that choose not to conform and provide the necessary information as required by the milestones of the PTI will ultimately put our customers at risk. We understand the costs involved as we too are making major investments to make this happen. This validates the importance of the need to do this now, rather than waiting for the government to tell us how to do this tomorrow.

The first three of seven milestones are already past, having required completion times through last year.

There have been some recent changes in the remaining milestones and timelines of the PTI. Milestones for *Case labeling, bar coding and in-bound case reading are now aligned with ALL to be completed next year!* Details can be found on the official PTI website at www.producetraceability.org. If you have any questions, please contact your Wal-Mart director or your trade association representative at PMA, UFPA or CPMA.

Let's all work together to learn from the challenges of the past and address full chain produce traceability, moving forward to maintain consumer confidence and expand fresh produce consumption.

Very Best Regards,

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