



Eclipse Berry Farms and RedLine Solutions announce PTI Pilot

March 23, 2010, Santa Clara, CA. Eclipse Berry Farms and RedLine Solutions announced today the successful launch of a pilot project in Oxnard, California to enable PTI compliance across Eclipse's strawberry and raspberry product lines.

Eclipse launched the pilot project to ensure that they are prepared to meet the PTI Milestones as scheduled. "It is important to us and our customers that we support the industry initiative for traceability" said Rick Hearst, Sales at Eclipse. "We are now able to provide complete traceability from the point of harvest through shipment to our customers."

One of the key reasons for launching the pilot project is the scale and complexity of Eclipse's operations. "At peak season, we can have up to 30 crews harvesting tens of thousands of cases per day," explained Carlos Rodriguez, Food Safety Director at Eclipse Berry Farms. "Each crew harvests multiple pack styles and brands during the day and often will receive changes during the day based on customer requests. One of my key criteria for a traceability solution was that it allowed the crews to print directly in the field so they can react immediately to any changes."

The pilot project is a coordinated effort between Eclipse and RedLine Solutions building on Eclipse's knowledge of growing, harvesting and shipping fresh berries and RedLine's experience in deploying traceability systems for field-packed product. "While we have worked extensively with grower/shippers for other commodities, this is the first application of our system for fresh berries," said Chris Davis, COO of RedLine Solutions, "Given the strong focus at Eclipse on food safety and the tight management of their harvest operations, the PTI compliance process has had a very smooth roll-out."

Contacts

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About RedLine Solutions

RedLine Solutions provides complete solutions that enable whole-chain traceability for Growers, Packers and Shippers. We have over a decade of experience integrating barcode and wireless technologies to increase productivity in the Cooler and the Field. Whether you need just a barcode printer or a complete traceability solution, RedLine can deliver the appropriate hardware and software to meet your requirements from start to finish. **For more information, please visit www.redlineforproduce.com.**