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PTI announces series of webinars to offer implementation assistance

Purpose:

To assist industry in implementing the Produce Traceability Initiative (PTI)

Who should attend?

- all industry trading partners
- companies just beginning to implement PTI
- companies already implementing the initiative that have questions
- traceability solution providers
- members of the media with an interest in reporting on the Produce Traceability Initiative

Speakers:

Speakers will include industry members who are early adopters of the PTI

Access:

- Sessions will be conducted live, and recorded for playback from the PTI website
- [Registration](#) is **free**. Live sessions and recording playback are free

Sessions, dates and times:

1. PTI's 5 Ws (and 1 H): Who, What, When, Where, Why and How
Monday, August 29th - 11 am-12 noon EDT/8-9 am PDT
2. Implementing PTI: Best Practices for Packer/Shippers
Wednesday, September 7th - 2-3 pm EDT/11 am-12 noon PDT
3. Implementing PTI: Best Practices for Assigning GTINs
Wednesday, September 14th - 2-3 pm EDT/11 am-12 noon PDT
4. Implementing PTI: Best Practices for Case Labeling
Wednesday, September 21st – 3-4 pm EDT/12-1pm noon PDT
5. Implementing PTI: Best Practices for Hybrid Pallet Labeling
Wednesday, September 28th - 2-3 pm EDT/11 am-12 noon PDT
6. Implementing PTI: Best Practices for Retailers
Thursday, October 6th - 2-3 pm EDT/11 am-12 noon PDT

For more information about each session, including session speakers, and to **register**: visit the PTI website's [Events page](#)

About the Canadian Produce Marketing Association

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that, since 1925, represents companies that are active in the fresh fruit and vegetable market in Canada, from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transportation, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators and processors integrating all segments of the fresh produce industry. CPMA is proud to represent over 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs. For more information about CPMA, please visit www.cpma.ca.

About GS1 US

GS1 US is a not-for-profit organization that brings industry communities together to solve value-chain problems through the adoption and implementation of GS1 Standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the efficiency, visibility, security and sustainability of their business processes. They achieve these benefits through GS1 US solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code™-enabled RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). For more information, visit www.GS1US.org.

About Produce Marketing Association (PMA)

Founded in 1949, Produce Marketing Association is the leading trade association representing nearly 3,000 companies from every segment of the global produce and floral supply chain. Members rely on PMA year round for the business solutions they need to increase sales and consumption, build strong professional relationships, and expand their business opportunities. For more information, visit www.pma.com.

About United Fresh Produce Association (United Fresh)

United Fresh Produce Association is the pre-eminent trade association for the produce industry in managing critical public policy issues; shaping legislative and regulatory action; providing scientific and technical leadership in food safety, quality assurance, nutrition and health; and developing educational programs and business opportunities for members to better meet consumer needs for increased consumption of fresh produce. Founded in 1904, United Fresh represents the interests of member companies from small family businesses to the largest international corporations throughout the global fresh produce supply chain. For more information, visit www.unitedfresh.org.