

# BusinessWeek

06/09/2008 8:08 AM ET

SAN RAMON, Calif.--(BUSINESS WIRE)--

AgriWise, Inc., an international provider of fresh produce traceback systems, today announced that Giumarra will deploy AgriWise traceback technologies throughout its operations following comprehensive field testing by The Giumarra Companies.

The AgriWise traceback system is part of an integrated family of software-based services designed to improve the operating and financial performance of grower-based businesses. An important benefit of the AgriWise system is that it enables accurate tracking of consumer produce packs as they travel from the field to the consumer. The system uses GS 1-compliant on-pack ID numbers providing immediate traceability through web-based tools. In the event of a product recall, growers, distributors, retailers and food service providers have access to the information needed to identify the source of the problem and affected product within minutes, and not days, as was previously the case.

"The AgriWise traceback system is both practical and highly effective because we designed it after looking carefully at the entire food supply chain," said Jimmy Moir, AgriWise CEO. "We created a series of tightly integrated tracking tools that follow this chain and allow us to provide the level of traceability that both industry and consumers expect today while giving growers the operational tools that yield real return on investment," he said. "We also made it easy for companies to integrate AgriWise technology into their own software systems and customize it to meet individual needs."

"Food producers are under growing pressure to improve margins while dealing with rising costs and higher safety standards, and AgriWise technology brings visibility to the key events in food production that can add or destroy value," Moir said. "Those who deploy the AgriWise application show a positive return on investment in every situation we have faced - and gain consumer pack traceability as an asset alongside that ROI."

Giumarra tested the AgriWise system for nearly two years on crops grown in the U.S. and Mexico, most recently on blueberries from Florida. The blueberries are marketed by Giumarra VBM International Berry LLC, a partnership between Giumarra and Vital Berry Marketing S.A. of Chile.

"We're convinced that this is the way the industry needs to go to achieve enhanced food safety while providing greater levels of operational control," said Giumarra Quality Control Manager Jim Heil. "AgriWise technology is making traceability easier, faster and more reliable than ever before. We are continuing to work with AgriWise to deploy this technology throughout Giumarra's operations."

Giumarra is the first major U.S. grower-based operation to adopt AgriWise technology, although several other leading U.S.-based companies are currently testing the system. AgriWise services have been used by a number of leading growers in Europe over the past five years.

About AgriWise, Inc.

AgriWise, Inc., based in San Ramon, California, is an international provider of software services that enable fast and reliable traceability while helping grower-based businesses improve operating and financial performance by being better able to manage the information they need to run their businesses efficiently and profitably. AgriWise services are currently being used by leading growers in Europe and North America. More information is available at [www.agriwise.net](http://www.agriwise.net).

About The Giumarra Companies and Vital Berry Marketing

The Giumarra Companies is a Los Angeles-based international network of fresh produce growers, distributors and marketers. Giumarra VBM is a joint venture of Giumarra and Vital Berry Marketing SA, which was established by a consortium of growers in 1989 and is now the largest exporter of blueberries from Chile. Vital Berry also has operations in Argentina and Mexico. For more information, visit [www.giumarra.com](http://www.giumarra.com).

Source: AgriWise, Inc.

AQUIRE MEDIA



Additional content provided by Acquire Media