

Traceability from the Field All the Way to the Consumer

Boost Sales By Providing Greater Transparency

iTrade Item is an innovative, fresh food branding and communications solution that links the first and last mile of the supply chain. Engaging consumers at the store shelf enables suppliers to build powerful connections directly with consumers.

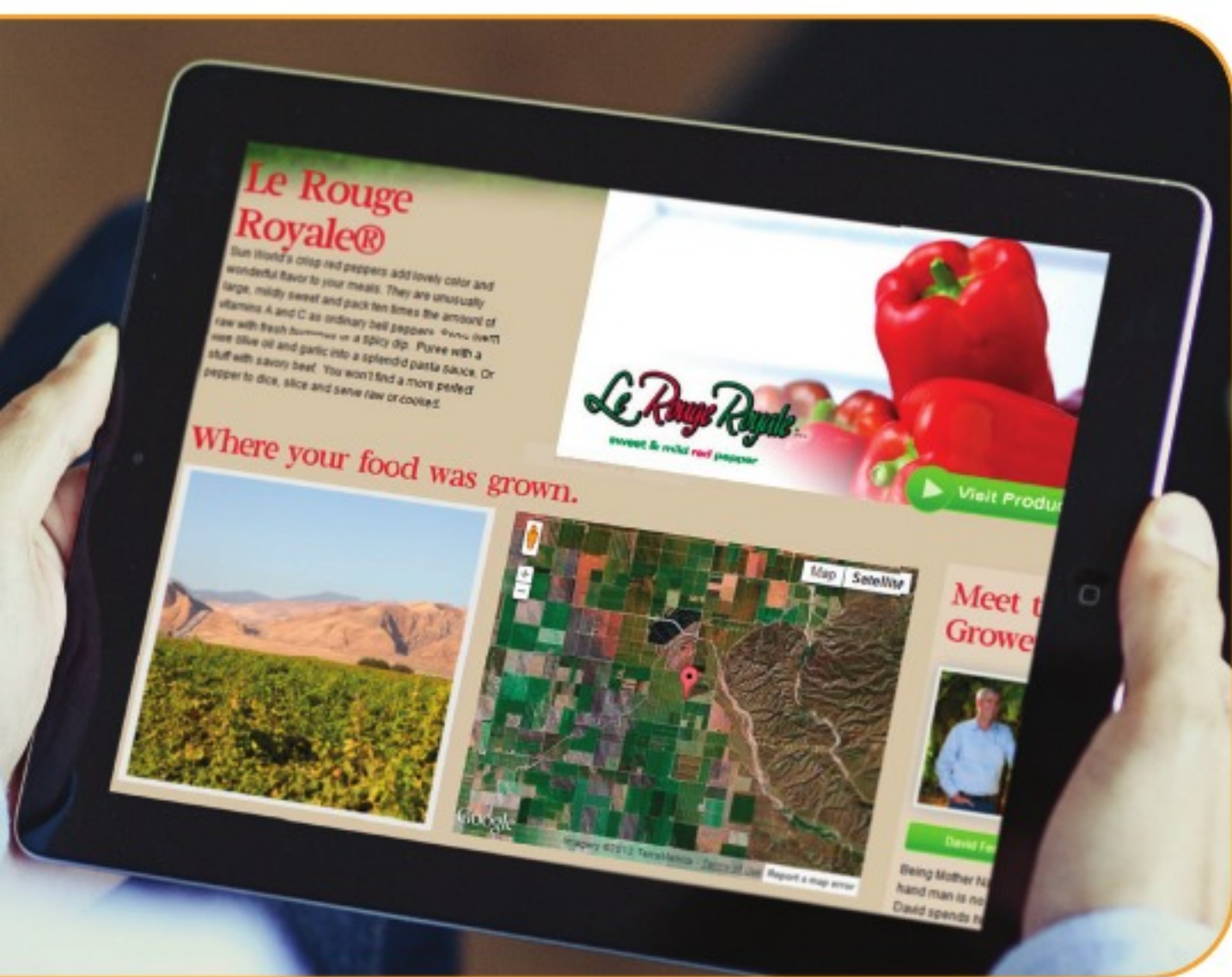
Today's consumers seek more information about their food than ever before, and iTrade Item makes it easy for suppliers to bridge the gap between the shopper and the people who produce their food.

iTrade Item is the only traceability solution for individual products or packages that links the first and last mile of the supply chain, boosting shopper confidence by providing greater transparency and accuracy in tracking fresh food, and allowing shoppers to reward brands with loyalty and preference.

iTrade Item's unique, encrypted identification numbers can be applied to individual products or pre-printed onto a variety of packaging options. Each label contains specific data related to product safety; quality and traceability (grower, lot, country-of-origin), plus targeted marketing content, including product surveys, coupons, nutritional information, recipes, promotions and **Meet the Farmer** profiles.

Consumers can use any smartphone to scan a label while they shop, influencing their buying decisions or enter a unique product code into iTrade's **Track My Food** website. Messaging can be directed toward any audience, about any product, from any location to drive traffic to your brand's website.

iTrade Item makes data sharing easy, from field to store to kitchen, helping suppliers extend their food safety communications and build brand loyalty.



Meet the Farmer – Engage with your customers directly with information about your product's growing location and quality. One scan takes customers to an iTrade-hosted landing page or to any location of your choice.

REACH CONSUMERS AT POINT OF SALE

- Drive consumers to your website
- Mobile or web look-up from any device
- No special apps required
- Improve effectiveness of marketing campaigns
- Reinforce your brand promise
- Enhance consumer confidence in store/private brands

IMPROVE FOOD SAFETY EFFORTS

- Demonstrate your commitment to quality control
- Internally assess quality of various growers
- Mitigate the effects of a potential recall
- Meet any current or future compliance issues
- Exceed retailer mandates for item level traceability

EASY TO IMPLEMENT, COST EFFECTIVE

- Low impact, inexpensive setup
- Look-up integrates into any website with an API
- Hosted link or custom landing site configuration
- Minimal cost, pay as you go billing
- Cloud-based, accessible from anywhere
- Leverage iTrade's existing network of package and label partners

"iTrade Item allows us to get valuable information to consumers cost efficiently."



Lucky Westwood

Vice President of Operations
California Giant Berry Farms



Find the trace back code on the bottom of your California Giant strawberry container!




United Fresh
PRODUCE ASSOCIATION
Best New Product Award
New Food Safety Solution



www.itradenetwork.com



(+1) 925.660.1112



sales@itradenetwork.com