



**For Immediate Release:**

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**GROWERS EXPRESS SELECTS TRUETRAC™ AS ITS PTI  
COMPLIANT TRACEABILITY SOLUTION**

SALINAS, CA – September 10, 2009

Growers Express, LLC announced today that it has adopted TRUETRAC™ as the traceability solution for its extensive line of fresh vegetables. The company's formal launch of TRUETRAC™ caps nearly two years of development and collaboration between the two companies to build the industry's most advanced and comprehensive case level traceability system.

“The production process at Growers Express is extremely complex making our company the perfect candidate for the development of a traceability system,” said Woody Johnson, Sr. Vice President of Sales & Marketing for Growers Express. “While most of our products are packed in the field in multiple labels and configurations, we also operate in a packing house environment. Currently we have several crews implementing TRUETRAC™ case level traceability and we are aggressively moving through our product line to have more than 30 different vegetable products included well ahead of the produce industry's self-imposed deadlines.”

Besides basic compliance with case level traceability as mandated by the industry's Produce Traceability Initiative (PTI), TRUETRAC™ offers several unique enhancements that make it a standout compared to other systems. Among those enhanced features is a real time notification system designed to alert buyers to critical issues affecting the products on their order. TRUETRAC™ also provides a secure method for buyers to retrieve proprietary sales order information immediately after shipping without the need for a password. Grower profiles, learning centers, and educational videos are some of the other features included in the system.

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**About Growers Express, LLC**

Growers Express is a farmer owned company based in Salinas, CA. The company was founded in 1987, and now grows and distributes over 40 fresh produce items from a year-round land base that exceeds 50,000 acres. Recently, an affiliated company, Growers Marketing, LLC purchased the Master Trademark Licensing rights to the Green Giant® Fresh brand from the Sholl Group II, Inc. and now manages brand marketing for Green Giant® Fresh products in North America. Additional information is available online at [www.GreenGiantFresh.com](http://www.GreenGiantFresh.com)

**About TRUETRAC, LLC**

TRUETRAC, LLC is an independent software solutions company founded in 2007 in Salinas, CA. The company provides a full set of solutions for agribusiness companies pursuing PTI compliance, traceability and agricultural data collection and management. For more information about TRUETRAC™ visit us on the web at [www.truetrac.com](http://www.truetrac.com).

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