

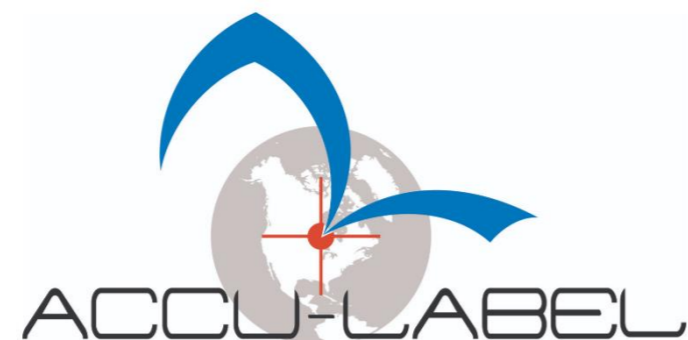
Labelling Technologies & Traceability Innovations

Joe Sleiman

Founder & President

Ag-Tronic Control Systems Inc.

Accu-Label Inc. / Accu-Label International Inc.



Ag-Tronic Control Systems & Accu-Label

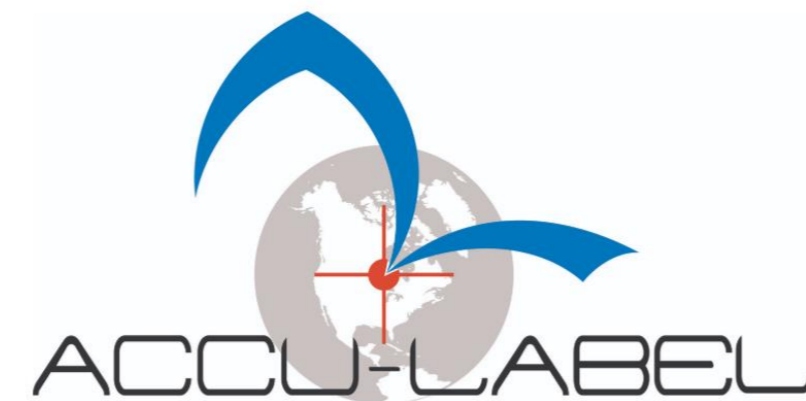
We exist to elevate Food Safety & Traceability through cutting edge Labelling Technology

1991

2001

2008

2019



Engineering, Design & Development

Sales, Service, Distribution

High Speed Labelling System

Global Network of Partners

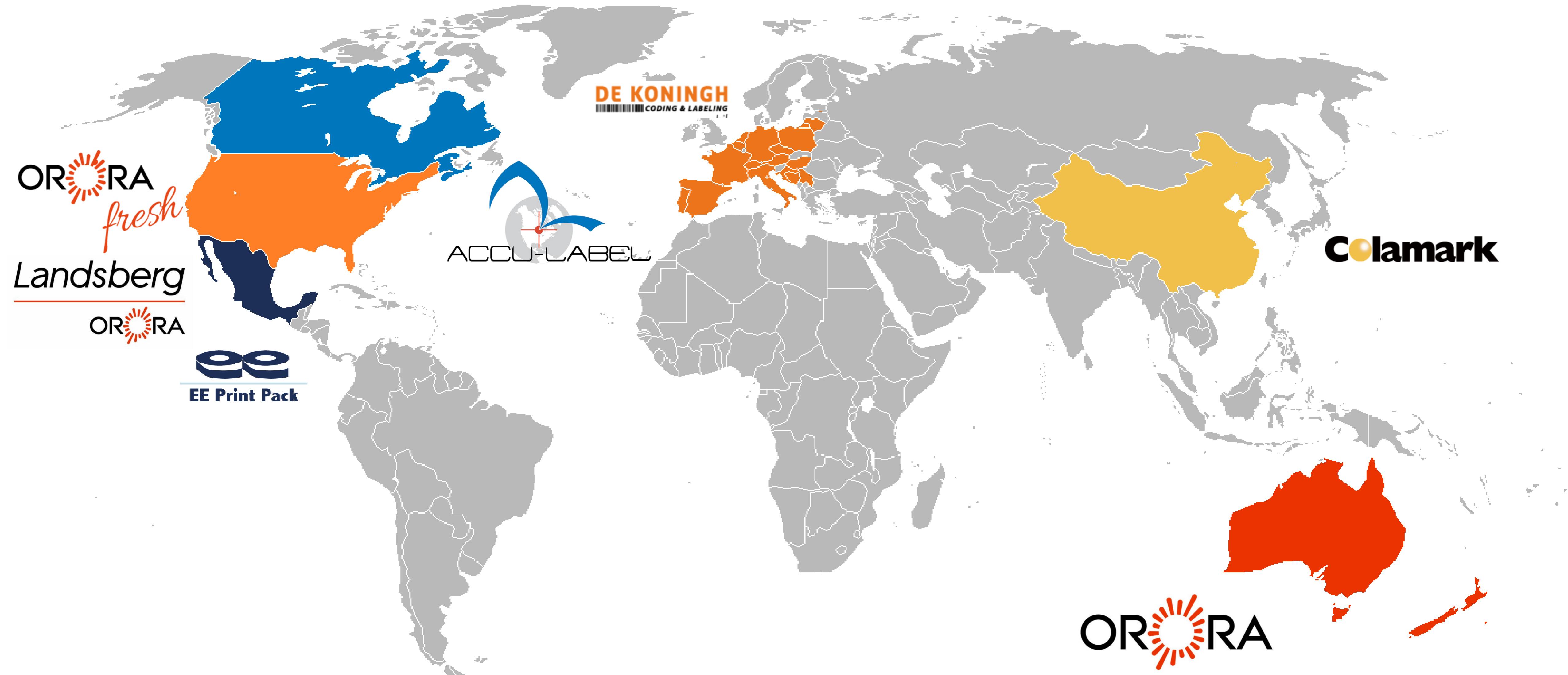
Automations Solutions, Sizers, Graders,
Height Control Systems, Machine Vision

Labelling Equipment and Labels

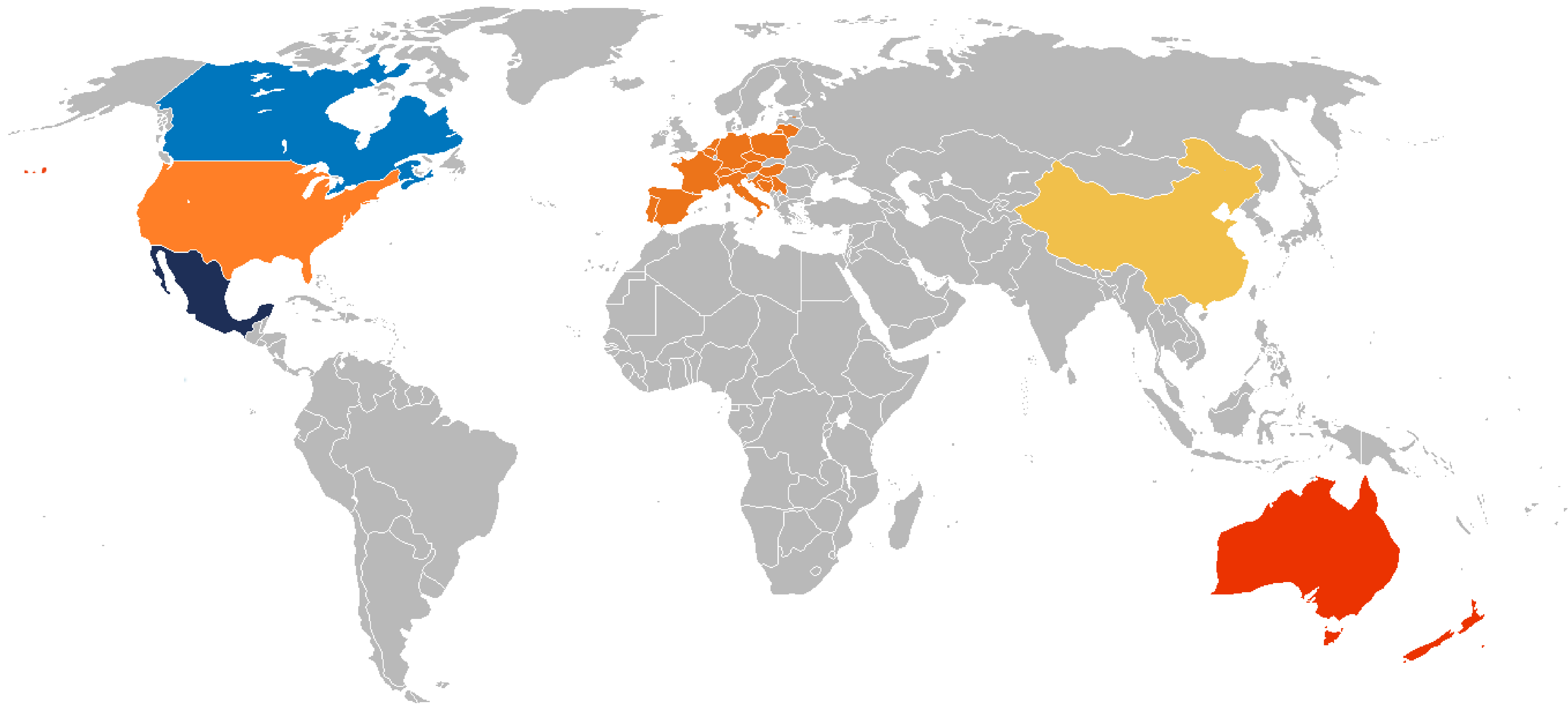
Real-time Print & Apply™
ACS Print Verification Technology

Operations in North America,
Europe, Asia and Australia

World Leader In Eco-Friendly Fruit Labelling Technology



Strategic partners in key global markets



**Multistate Outbreak of *E. coli* O157:H7 Infections
Linked to Romaine Lettuce (Final Update)**



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

Food Safety Recalls Cost Most Food Companies \$30M



COVINGTON
COVINGTON & BURLING LLP



Foodborne Illnesses Cost the U.S. Up to \$93.2B per Year



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



Wouldn't it be great if each individual fruit had a passport?

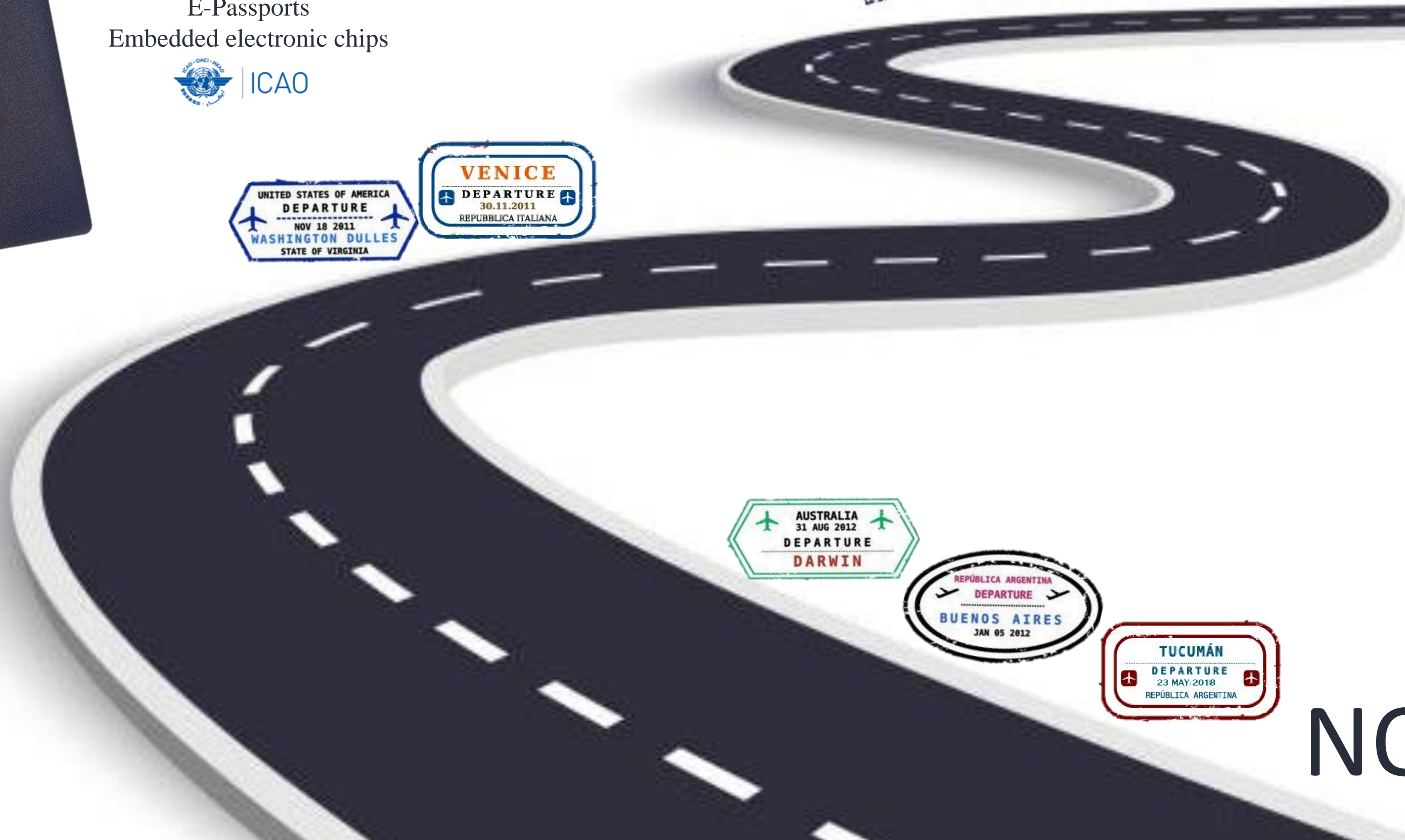


E-Passports
Embedded electronic chips



THEN

NOW





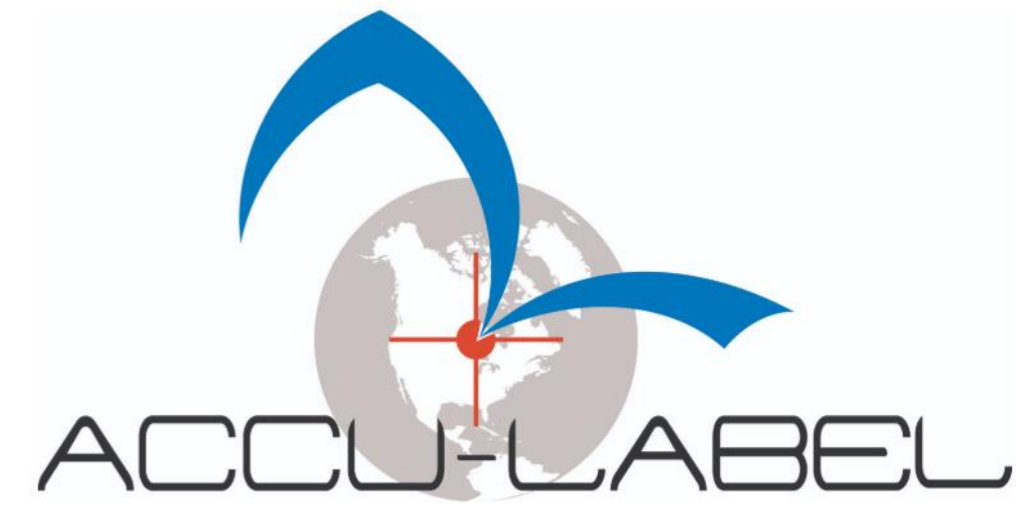
THEN



NOW

The Evolution of Labels

Traceability, Transparency, Trust



Limited
Usefulness

Traditional
Pre-Printed Labels

Real-Time
Print & Apply Labels

Robust &
Dynamic Data

Purpose

Product Look Up (PLU) enables cashiers to identify and scan products

Purpose

Improved traceability with the ability to apply grower code & lot code

GS1 DataBar: Stacked Omnidirectional symbol



Used for point-of-sale identification of loose trade items

Encodes a 14-digit data string with GTIN-8, GTIN-12, or GTIN-13

Item-Level Traceability

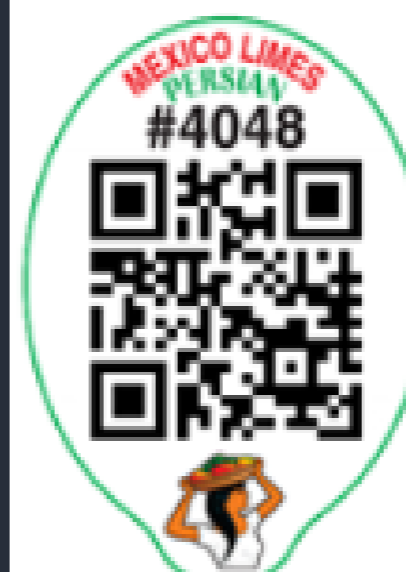
(EX: Pack Date, Lot Code, Grower ID)

PTI Traceability

(GTIN, PLU, Country of Origin,)



GS1 DataMatrix: 2D DataBar



Standalone, two-dimensional matrix symbology that is made up of square modules arranged within a perimeter finder pattern

Encodes a 71 alphanumeric characters or 96 numbers

Case Study: New York Apple Sales

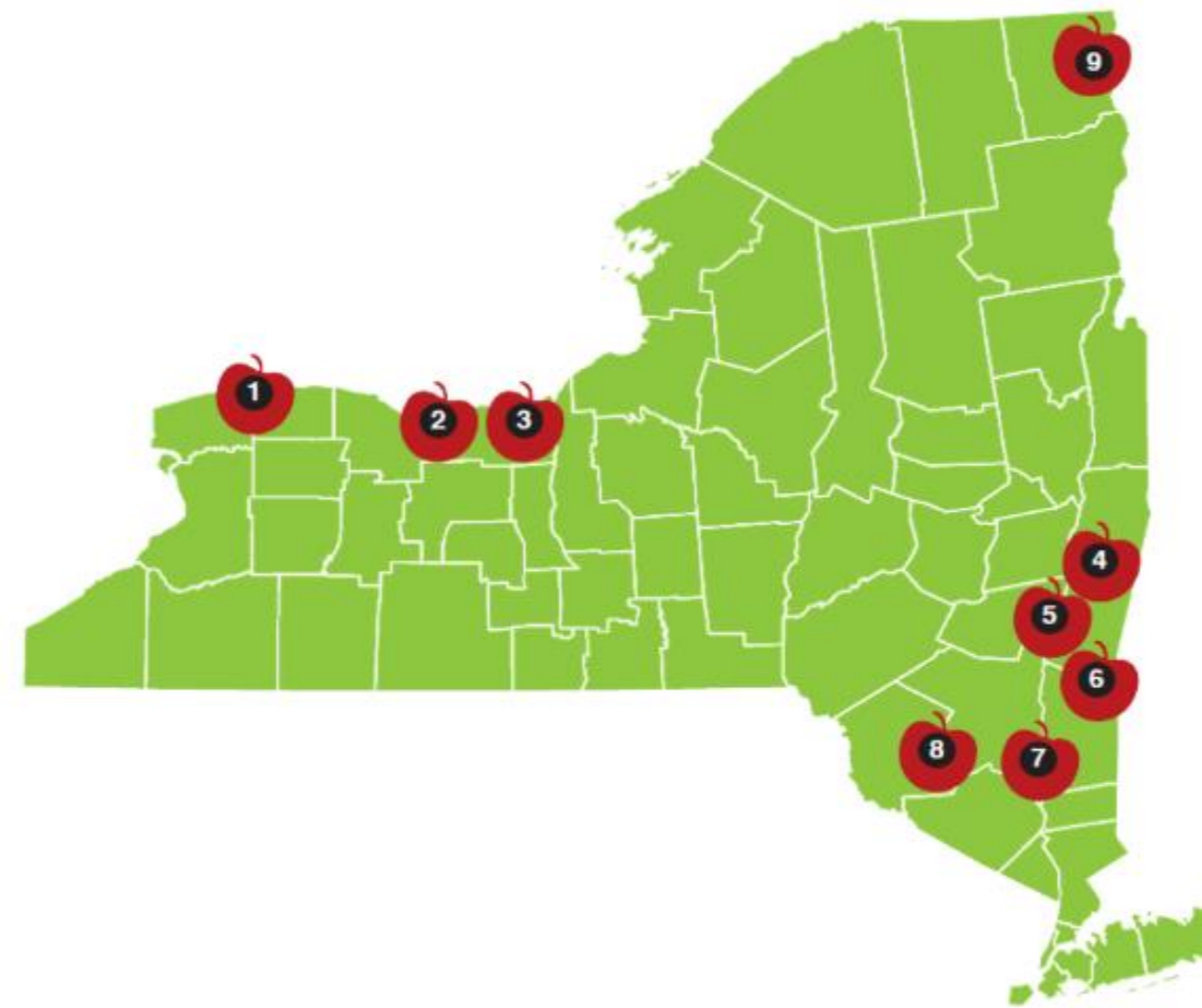
Item-Level Traceability in Action



NYS Apples



Growers



Imports and Exports



- Over 55,000 acres of apple orchards
- 30 million bushels annually

- 12 domestic 2 international growers
- Each partners work with their own grower network of suppliers

- Export their apples globally including, North America Asia, and Australia
- cross-border communications

APPLES CAN BE TRACED BACK TO THEIR *SPECIFIC GROWER AND SPECIFIC ORCHARD*

Traceability

The ability to track and trace produce improves food safety

Transparency

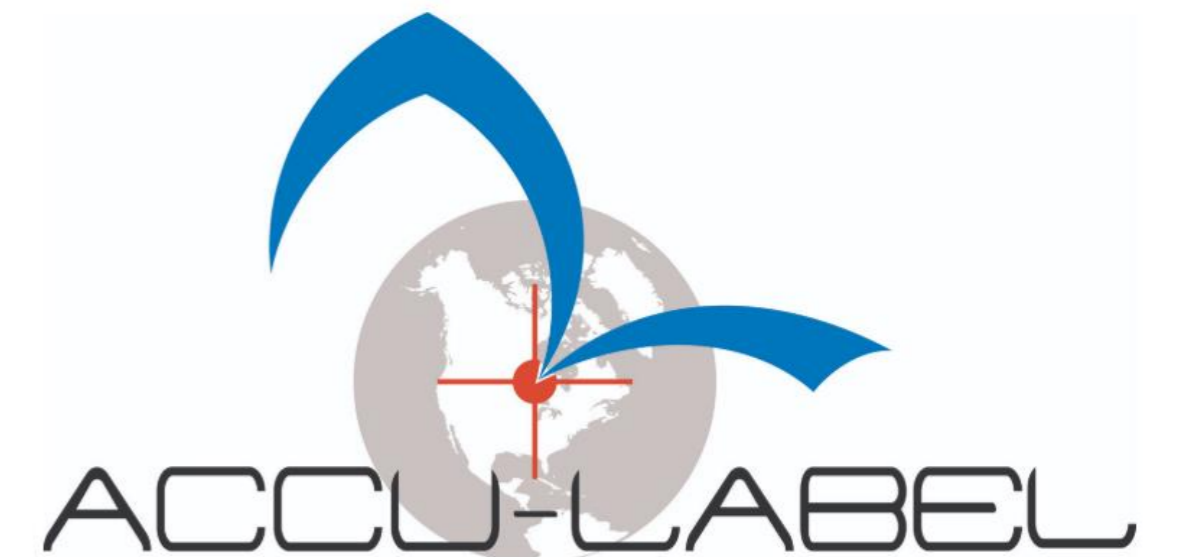
Consumers care to know more information on a fruit's journey

Trust

Consumer confidence creates brand loyalty

What's in a label?

Security Print

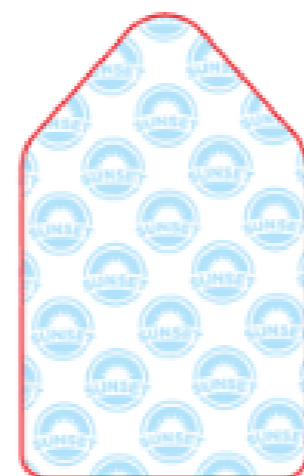


Engineered to elevate food safety

Food Fraud costs \$30-40 Billion Annually



FRONT



SECURITY PRINT



QR / 2D PRINT

Traceability

The ability to track and trace produce improves food safety

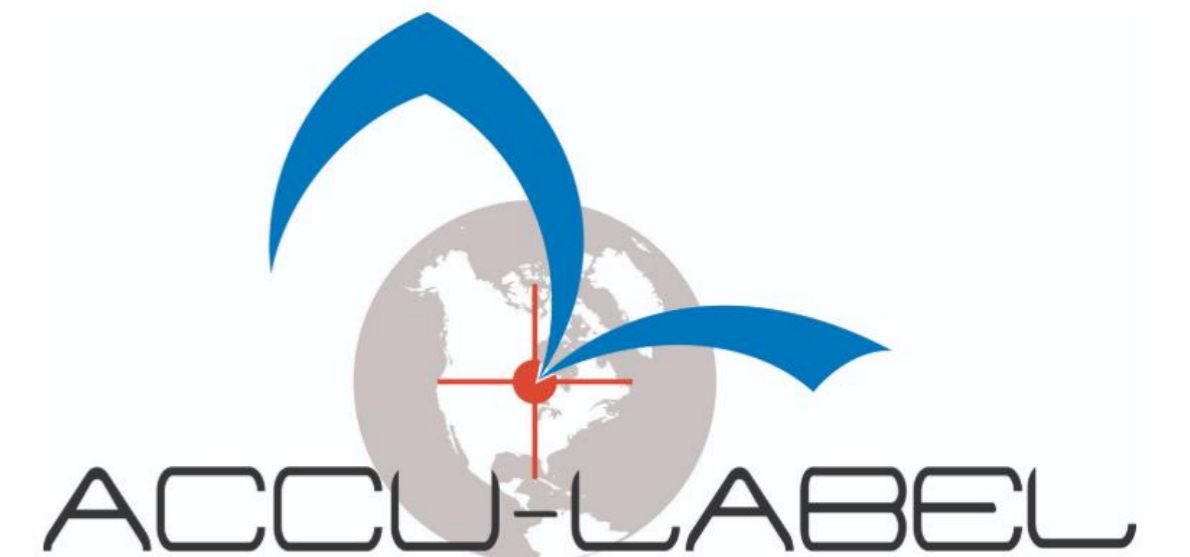
Transparency

Consumers care to know more information on a fruit's journey

Trust

Consumer confidence creates brand loyalty

What's in a label?
Destructible Label



Engineered to elevate food safety

Food Fraud costs \$30-40 Billion Annually



Intact Label



Initial Tear



Reapplication Prevention

Traceability

The ability to track and trace produce improves food safety

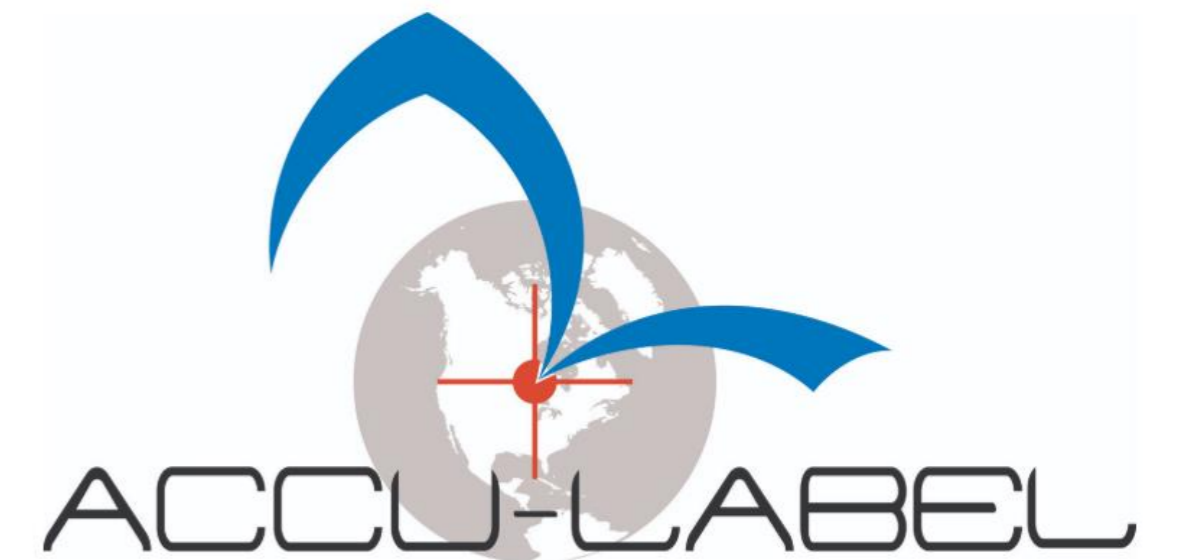
Transparency

Consumers care to know more information on a fruit's journey

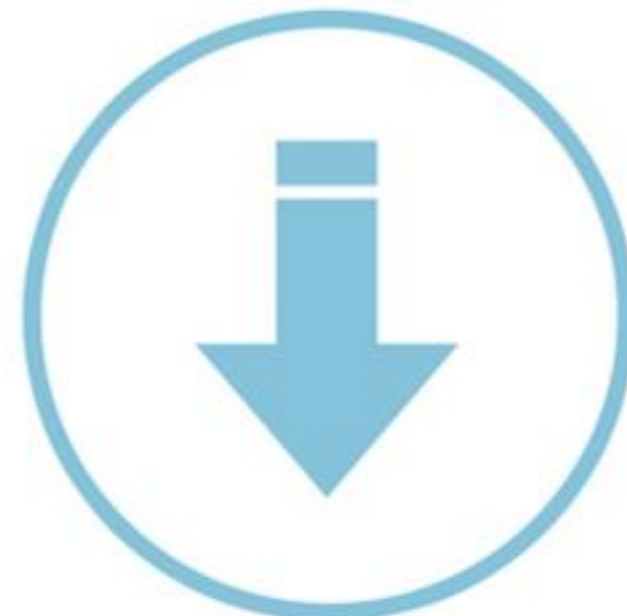
Trust

Consumer confidence creates brand loyalty

What's in a label?
Degradable Labels



Engineered to elevate
food safety



Reduce



Reuse



Recycle

Building on the PTI Initiative



2018

What is the future of labelling technology and traceability innovations?

2019

Retailers Mandate Blockchain



100 suppliers in leafy green category will be required to put food on the blockchain to continue supplying Walmart

2020

Blockchain-Enabled Labelling





Food Safety
is at the core of each step of a fruit's journey from farm to fork



How You Can Transform Food Safety

- Assess the ways that you might be exposed to food fraud, food traceability or food safety risks
- Identify ways that item-level traceability directly on the label can augment your food safety program
- Analyze your supply chains and how labelling solutions add value to sustainability, safety and traceability.

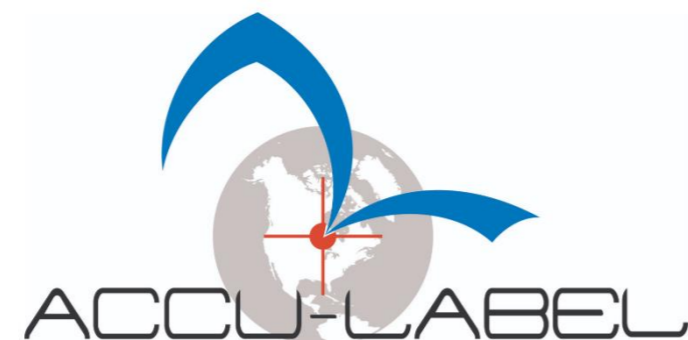
**Thank you
Questions?**

joe@accu-label.com

President

Ag-Tronic Control Systems Inc.

Accu-Label Inc. / Accu-Label International Inc.



APPENDIX

What is the Accu-Label Fruit Labelling Solution?

What factors are impacted by produce traceability?

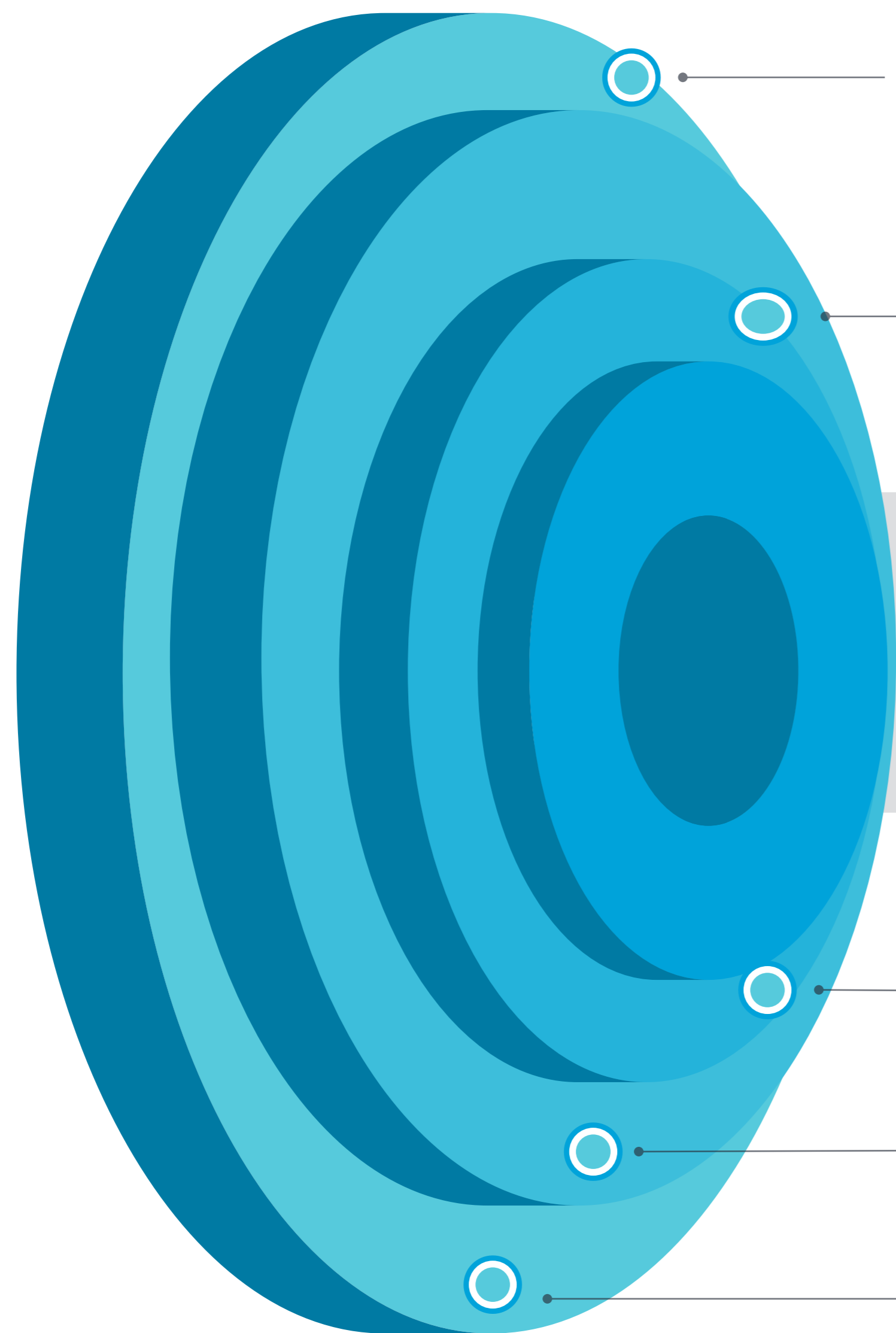
What value does Print & Apply deliver?

Item-Level Traceability

Stakeholder Specific Benefits



What factors are impacted by produce traceability?



Compliance with regulatory or industry requirement
One up / One down Requirement

Limiting recall scope
Precision in identification and withdrawal of product

What is produce traceability?
"...the ability to trace the history, application or location of that which is under consideration"
CPMA ~ ACDFL

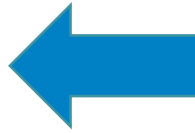


Effective quality management
Identify source of problems

Food safety support
Tracing product vs ensuring food safety

Improved supply chain efficiencies

Accu-Label is committed to advancing produce traceability via labelling



What is our solution?

Accu-Label: World Leader in Fruit Labelling Technology



PATENTED
Waste Liner Rewind

PATENTED
hp INK-JET Technology

Vision Verification System

Robust Direct Drive Gearing

PATENTED FDA Bellow Design

- **ORB-it® G-2** Waste Liner Rewind eliminates the noisy liner extraction units, and dramatically reduces breakdown and service requirements.
- Reliable **INK-JET** Technology proven 100% successful since 2008.
- Official Specialty Printing Systems (SPS) Developer.
- **ORB-it® G-2** Print & Apply proven 100% successful since 2008.
- Print variable information on labels as they are dispensed at over 15 labels per second.
- **ACS Print Verification** will inspect and verify each label prior to dispensing.
- **ORB-it® G-2** Tamping Bellows have patented dimples on the face specifically designed for applying labels to wet fruit at over 98% stick rate.

Item-Level Traceability Info
(EX: Pack Date, Lot Code, Grower ID)

PTI Mandated Traceability Info
(GTIN, Country of Origin, PLU)



Superior Technology, Performance & Reliability

What value does Print & Apply™ deliver?

Item-Level Traceability in Action



IDENTIFY YOUR PRODUCT

TRACEABILITY
INFORMATION



- Track each piece of fresh produce after it is out of its container to **protect yourself**
- **ORB-it® G2** can print traceability information on the produce label, in **real-time** at a negligible cost.

Benefits of real-time Print & Apply™ on HP Ink-Jet™

Improved Response Times During Recalls

Allows growers to respond versus react in times of recall with the ability to print **grower code** and **lot code**

Robust Data

More information can be encoded in a smaller space (Barcode / Data Matrix)

Improved Application Rates on Fruit

Smaller labels are able to better conform to smaller fruits and achieve increased coverage rates at Point of Sale (POS)

Reduce Inventory Requirement

Print & Apply™ allows generic labels to be kept on hand versus pre-printed and real-time print allows operators to significantly reduce the total level of on hand inventory.

Minimize waste with a smaller label

Labels can be smaller in accordance to Accu-Label's suggested solution

Reduced # of SKUs

Regulatory bodies can consider removing the color coding requirement since commodity specific information can be encoded directly on the label

What value does Print & Apply™ deliver?

Stakeholder Specific Benefits



IDENTIFY YOUR PRODUCT

TRACEABILITY INFORMATION



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<p>N Growers : 1 Packhouse</p>	<p>Improved traceability, transparency and trust</p>		<p>Enhanced visibility of which grower may be the root cause of contaminated product, in turn, can lead to increased amount of recourse during a recall .</p>
<p>1 Growers : N Packhouse</p>			<p>1 Grower may sell product under different brands / distribution channels to reach different market segments. Print & Apply enables product to be traced from the grower to the packhouse which can mitigate risk during a recall.</p>
<p>Retailer Level</p>			<p>Once products arrive at the store level, often times they are merchandised as bulk fruit where different products become mixed together. Print & Apply can help retailers curb immense food waste that occurs from throwing away otherwise safe product.</p>

Future State of Traceability : The ability to provide consumers with details on a fruits journey from farm to fork