**Traceability Ready Campaign – Email Template for Suppliers**

**Timing:** Once error-free traceability data is flowing successfully and suppliers earn their badge and certificate.

**Sent from:** < Traceability-Ready Supplier>

**Sent to:** <Supplier’s own list of customers >

**Subject: [YOUR COMPANY NAME]** is Traceability-Ready with ReposiTrak

Hi <**RETAILER CONTACT NAME**>,

We're pleased to announce that <SUPPLIER NAME> has completed the necessary steps to achieve the "Traceability-Ready" designation from ReposiTrak. ​

This designation reflects our ability to provide complete and accurate food traceability data across relevant products and supply chain points, in order to meet the food traceability requirements of any customer, including <RETAILER NAME>.​

We remain committed to supporting your traceability and food safety requirements, as well as the industry's evolving regulatory requirements. ​

More information about the ReposiTrak Traceability Network can be found here on the ReposiTrak website. If you'd like to learn more about food traceability, contact ReposiTrak Chief Customer Officer Derek Hannum at dhannum@repositrak.com.

Thank you,

**<SUPPLIER SIGNATURE BLOCK>**

