



The ReposiTrak Traceability Network®

From Field to Fork:

*How Produce Suppliers Can Actually Deliver
the Traceability That Customers Expect*

October 28, 2025

REPOSITRAK.COM

Welcome!

Housekeeping

- Enter your questions for the Q&A in the Questions panel on your screen.
- Everyone who registered for today's event will receive an email tomorrow containing:
 - Brian and Mark's contact information
 - A recording of the webinar
 - A link to download the slides
- Please take a moment to answer our survey!



Mark Johnson

Partner

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- Built a strong foundation in wholesale grocery through senior leadership roles at UNFI and C&S Wholesale Grocers, working with major chain and independent retailers covering the western region of the United States.
- Currently works closely with grocery retailers and wholesalers to implement scalable traceability solutions that ensure data accuracy, improve recall readiness, and meet the expectations of supply chain partners
- Expert in helping independent grocers and grocery chains succeed in supermarket marketing, category management, replenishment and inventory optimization



Brian Shanahan

Partner

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- Seasoned leader in retail category management and merchandising, bringing over two decades of experience from prominent roles at Stop & Shop and Rite Aid
- Serves as a trusted advisor to the industry on supply chain optimization, scan-based trading, regulatory compliance, and traceability solutions, guiding suppliers, food manufacturers, and retailers through the FDA's FSMA 204 rule and beyond
- Bachelor of Science in Food Marketing and a Master's Degree in International Marketing, both from Saint Joseph's University



A message from Capital City Fruit



"As a distributor, we have two important responsibilities related to traceability: taking in accurate data from our suppliers and sharing the data out to our valued customers...Our partnership with ReposiTrak makes it easy to do both while also helping us to meet the requirements of FSMA 204."

- James Barth, Food & Occupational Safety Specialist, Capital City Fruit

- At Capital City Fruit, we care deeply about food safety, regulatory compliance, and maintaining transparency throughout our supply chain.
- That's why we're asking ALL FOOD SUPPLIERS to share food traceability data with us.
- To make this easy and efficient, we've partnered with ReposiTrak.
- This also helps us all stay in line with the FDA's Food Safety Modernization Act (FSMA) Section 204(d) Final Rule on food traceability for certain foods, which encourages the "voluntary adoption of these practices industry wide."
- ReposiTrak enables you to share data with Capital City Fruit as well as your other customers – from one place.



ReposiTrak (NYSE:TRAK) is the world's largest connected network of suppliers, distributors and retailers with **30,000+ suppliers and 110,000+ facilities** across all product categories.

- Financially strong company (NYSE:TRAK)
- 2+ years of cash on the balance sheet
- Seasoned executive leadership

With data management at its core, ReposiTrak technology is trusted by the food supply chain supply chain for traceability, food safety, inventory and sales performance.

- Banking-level security
- SOC 1 and SOC 2 Certified
- Stringent Development & QA process



Who is ReposiTrak?



1,052

Seafood Companies



1,219

Dairy, Soft Cheese & Shell Eggs



3,029

Produce Companies



30,000+

Connected Suppliers, Retailers & Wholesalers



100,000+

Invoices generated DAILY



350,000+

Supplier/retailer/distributor connections on the platform



9,000,000

Store/SKU forecasts & orders generated DAILY



55,000,000

Item/store perpetual inventories maintained

Brands across the supply chain trust ReposiTrak



Why you're here:

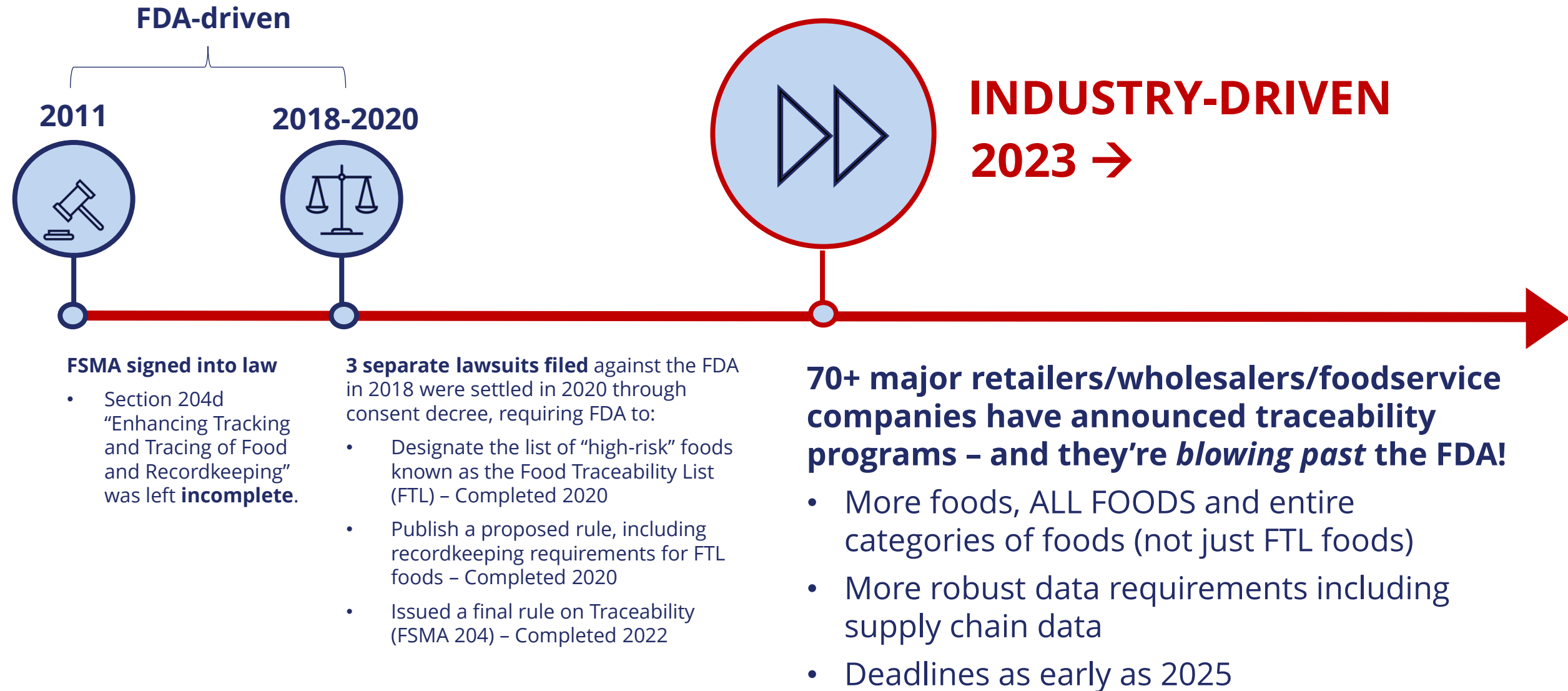
- You may have already received a **request from a customer** to support traceability...OR, you see what's coming and want to be ready.
- Traceability is **not optional** – it's already here, and it's **growing fast**.
- Hurdles are **everywhere**. Here are the Top 5 from real suppliers like you:
 1. Every customer wants something different.
 2. Every supplier has a different level of technical capability.
 3. Labels and ASNs alone are not enough for every customer.
 4. Data integrity is an issue.
 5. Traceability takes TIME.



FACT: 70+ retailers, wholesalers and foodservice distributors have made public commitments to food traceability.

**It's the industry
– NOT THE FDA –
driving traceability
today.**

It's the INDUSTRY – NOT THE FDA – driving traceability today



Who is asking for food traceability today?

70+
major retailers
wholesalers
and foodservice
companies
have made public
commitments to food
traceability.

Up Next: Poll Question



7-Eleven, Inc.
99 Ranch Market
Affiliated Foods, Inc.
Ahold Delhaize USA
Albertsons Companies Inc
Aldi, Inc.
Amazon Retail, LLC
ARKO Corp.
Associated Food Stores, Inc.
Associated Grocers
Associated Grocers of New England
Blue Apron
Capital City Fruit
Caputo's Fresh Markets
Certco
Circle K
Core-Mark
Costco
CVS Pharmacy, Inc.
Del Monte Foods Produce
Dollar General
Dora's Naturals
EG America (C-stores)
Fareway Stores Inc.
Fresh Thyme
Gopuff
Grocery Outlet Inc.
H Mart
H. E. B. Grocery Company
HelloFresh

Hy-Vee
KeHE
Key Food Stores Co-Operative Inc.
Kroger
KVAT Food Stores
La Michoacana Meat Market
Lidl - US
Marc's
Markon Foods
McLane Co.
Meijer, Inc.
Natural Grocers by Vitamin Cottage
North State Grocery
Patel Brothers
Performance Food Group (PFG)
Piggly Wiggly Alabama Distribution Co.
Publix Super Markets
QuikTrip
RaceTrac
Sams Club
Sara Lee Frozen Bakery
Save A Lot
Schnucks
Sysco
Target Corporation
The Save Mart Companies
Trader Joe's
UNFI
Upper Lake Foods
URM Stores, Inc.
Village Super Market Inc.

Wakefern Food Corporation
Walmart
Wawa, Inc.
Wegmans
Whole Foods
WinCo Foods
World Wide Farms

**Indicates companies
who require traceability
for ALL FOODS**

How many of these companies are your customers today?

The results are in!

How many of these companies are your customers today?

?% None of the companies listed are my customers

?% Less than 5 companies

?% 6-10 companies

?% More than 10 companies



The bottom line is: If your customer has a food traceability requirement, then you – as a supplier – must do traceability.

And if you have suppliers, your suppliers are going to have to provide data to you (Traceability Lot Codes and TLC Source information – things that you can't assign). All this will be needed for you to meet your customers' needs.

Hurdles are everywhere.

Top 5 Hurdles of Food Traceability

What we've learned from implementing traceability for hundreds of suppliers.

- 1. Every customer wants something different.**
- 2. Every supplier has a different level of technical capability.**
- 3. Labels and ASNs alone aren't enough for every customer.**
- 4. Data integrity is an issue.**
- 5. Traceability takes TIME.**

HURDLE #1:

Every customer wants something different.

- Traceability for ALL FOODS, not just the FDA's Food Traceability List (FTL) foods.
 - Almost ½ of the 70+ retailers/wholesalers on the list are asking for traceability for ALL FOODS!
 - Why? Because it's easier to collect the same data for all foods than to separate and segregate products and separate and segregate the data.
- Different data sets, some requiring additional shipment data.
- Different data delivery methods and timing – including EDI, transmission of data within 3 hours of the shipment delivery, etc.
- Data from *your inbound suppliers* if you have them.

The FSMA 204 requirements have become a baseline.

Most retailers/wholesalers have unique traceability requirements.

At a minimum, the Key Data Elements (KDEs) listed here must be transmitted for **every shipment** of Food Traceability List (FTL) foods.

Information About Your Customer & Their Facilities	Information about the Item	Information about the Shipment
Customer ID	Your Item Number	The Quantity for the Food
Facility ID for the Receiving Facility	Your Item Name/Description	The Unit of Measure for the Food
	Item UPC or PLU	Date Shipped
		Traceability Lot Code (TLC)
		TLC Reference Document Type
		TLC Reference Document Number
		TLC Source

Who has deadlines that are sooner than the FDA's?

Company	Deadline
Albertsons Companies Inc	1/1/27
Aldi, Inc.	8/24/25
Capital City Fruit	2025
Dora's Naturals	2025
H. E. B. Grocery Company	2026
Kroger	2025
Markon Foods	12/31/25
McLane Co.	2025
Meijer, Inc.	July 2027
Performance Food Group (PFG)	2026
Publix Super Markets	7/1/25
Sysco	5/30/25
Upper Lake Foods	3/29/25
Village Super Market Inc.	7/31/25
Wakefern Food Corporation	2025
Walmart	2025
Wegmans	2025
Whole Foods	2025
World Wide Farms	2025



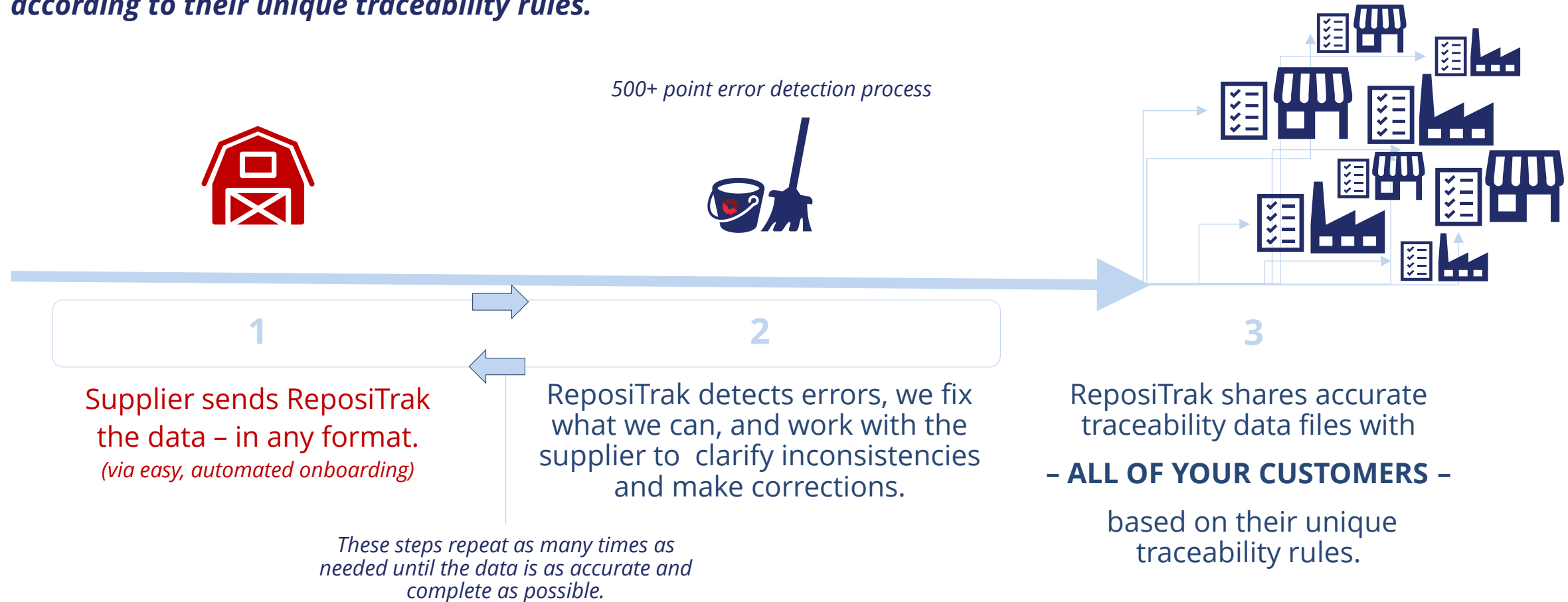
HURDLE #2:

Every supplier has a different level of technical capability.

- Where is each traceability data element located today?
- Can the data be formatted and shared according to each customer's requirements – on time?
- What systems, processes and documentation is impacted (Warehouse Management Systems, spreadsheets and share drives, labeling, Bills of Lading, ASNs and EDI)
- Do you have a technical resource to set this up and to help when issues arise?
- Do you have a way to detect and correct errors?

Here's how it works for suppliers shipping to customers:

ReposiTrak shares accurate traceability data with ALL OF YOUR CUSTOMERS... according to their unique traceability rules.



We do the heavy lifting to share accurate traceability data files with your customers.

Some suppliers may also have **INBOUND** traceability requirements:

*If you have raw ingredient suppliers, you're responsible for **INBOUND** traceability from those suppliers... as well as **OUTBOUND** traceability to your customers.*



We do the heavy lifting to take in and clean the data from your suppliers... and then share accurate traceability data files with your customers.

HURDLE #3:

Labels and ASNs alone are not enough for every customer.

- Labels contain **SOME** but **NOT ALL** of the required traceability data. Why? Because labels are **static**. Some information is simply not available at the time the label is printed.
- ASNs indicate what the shipper **INTENDS** to send, but not what actually gets loaded and transported, and then checked in at the warehouse, store or restaurant where it's received.
- The rest of the traceability data elements need to be sent **ELECTRONICALLY** every time a shipment is sent.

Labels alone are not enough for every customer.

- Labels are static.
- Some of the information stays the same and can be printed.
- However, some of the information changes as the product moves and therefore is not known when the labels is printed.
- Labels come in many different shapes and sizes and the type of information varies greatly between suppliers.
- Additionally, in our experiences rolling out traceability with dozens of retail chains, we've found that up to 30% of labels become damaged, are lost or are illegible from the handling and transportation process.



What data CAN and CANNOT be printed on a label?

Here is an example using KDEs required when a supplier shipment is received at a DC.

Product data
that stays the
same

1. The traceability lot code for the food
2. The product description for the food
3. The location description for the traceability lot code source, or the traceability lot code source reference

Shipment data
that changes as
the product
moves

4. The location description for where the food was received
5. The location description for the immediate previous source (other than a transporter) for the food
6. The reference document type and reference document number
7. The quantity and unit of measure of the food (e.g. 6 cases, 25 reusable plastic containers, 100 tanks, 200 pounds)
8. The date the food was received

ASNs alone are not enough for every customer.

FSMA 204 food traceability law. In a recent interview with *Progressive Grocer*, Frank Yiannas, former Deputy Commissioner for Food Policy & Response at the FDA and architect of FSMA 204, explained this “potential problem” with ASNs in more depth. “Everyone wants to simplify and are trying to confirm what foods are truly received, but doing it with ASNs alone does not comply with a receiving event,” Yiannas said.

- ASNs indicate what the shipper *intends* to send, but not what actually gets loaded and transported, and then checked in at the warehouse, store or restaurant where it’s received.
- Although major retailers and wholesalers are relying on ASNs, not all retailers and wholesalers will be able to support new data fields like the Traceability Lot Code (TLC) or TLC Source; they will not always support the FDA’s data storage requirements (2 years)
- There is no such thing as a standard ASN. Different retailers may have different fields as part of their ASNs. The data that the supplier includes in what they send could originate in a number of places: a perpetual inventory system, purchase order verification process, production run or the format of the ASN might be driven by the customer’s requirements. This variability makes the origins and accuracy of the ASN unknowable.
- ASNs have an error rate of 5-10%. For the average retailer, that could mean an average of nearly 8,000 per year. How will you detect errors? Who from your team will correct them?

HURDLE #4:

Data integrity is an issue.

Of the tens of thousands of data files we've received, more than 40% contain major errors!

- Less than 7% of traceability data files have an error rate under 5% when they first come to us.
- Suppliers inadvertently send incomplete or inaccurate data....**even in an 856!** Common errors include:
 - A mis-keyed identifier for a distribution center, such as typing “DC01” instead of “DC1”
 - Data fields that are left empty, partially completed or that contain inaccurate information
 - Shipment files that are missing completely
- **Why do errors occur?** Traceability is new and it's hard. Suppliers are sharing data with many customers, with many different requirements.
- Data integrity is a **big problem**. Error-ridden files will not – and cannot – be accepted by the retailer because the risk is too high:
 - The retailer will be out of compliance with FSMA 204.
 - They may be forced to reject shipments.
 - There could be **fines or worse** for all involved.

Even if you have the data and a way to share it...it's unusable if errors are present.

Why?

Your data could put your customers at risk!

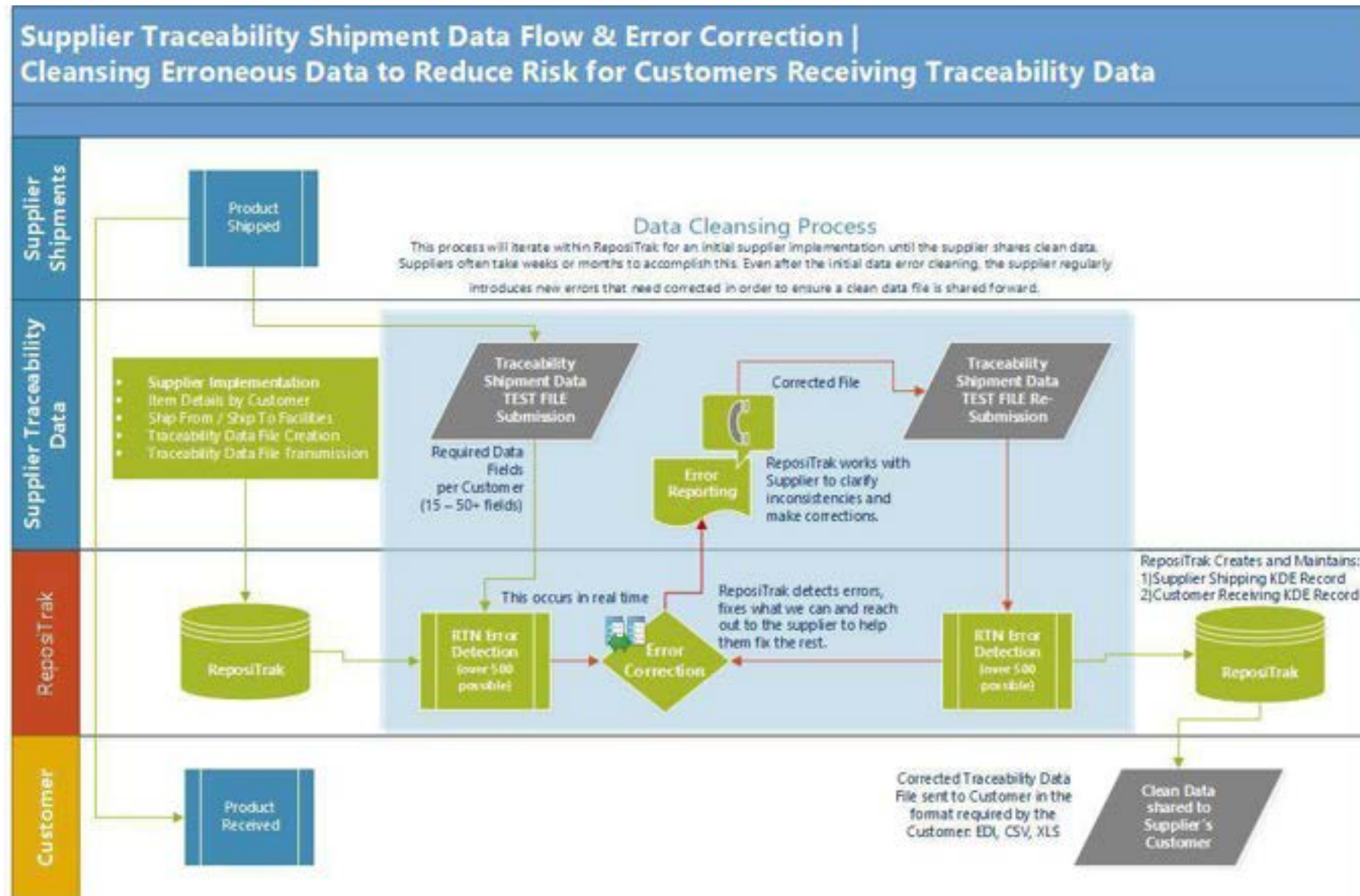
How will you know if your files have errors?

What will your customers think of you if the data you send is WRONG?

How will you correct the errors in time?



How does ReposiTrak help with error detection and correction in food traceability data files?



HURDLE #5: Traceability takes TIME.

How long does traceability really take?

Here's what needs to happen:

1. **Identify key contacts:** Confirm who to engage on both the business and technical sides to ensure alignment.
2. **Clarify data requirements:** Define the specific data required by the client beyond the standard KDEs, recognizing that each clients needs may differ.
3. **Map data sources:** Determine where each data element resides within the supplier's systems (ERP, WMS, spreadsheets, etc.), noting 70% of suppliers have limited IT resources.
4. **Assess data quality:** Evaluate accuracy, completeness, and consistency of each data field before extraction.
5. **Design extraction methods:** Help determine how the supplier will pull data from each system—manually, via reports, or through automation.
6. **Build consolidated files:** Assist the supplier in combining all required data into a single, standardized file with consistent labeling and formats.
7. **Validate accuracy:** Test file structure, field mappings, and values to confirm they align with the expected data model.
8. **Set transmission timing:** Establish when files should be created and transmitted, tied to shipment or receiving schedules.
9. **Automate where possible:** Support development of automated extraction and transmission processes to reduce manual effort.
10. **Monitor initial transmissions:** Review early data exchanges to verify completeness, timeliness, and correct handling of errors.
11. **Resolve issues:** Diagnose data or transmission errors, correct root causes, and document prevention steps.
12. **Provide multi-channel support:** Offer several options for supplier assistance—chat, phone, email with the CSM account owner, support requests, and Teams meetings.
13. **Remind and follow up:** Send proactive reminders and/or make outbound phone calls when file submissions are missing or incomplete to maintain data continuity.
14. **Adapt to new requirements:** Continue working with the supplier whenever new field requirements are added to ensure smooth updates and minimal disruption.
15. **Document procedures:** Assist supplier to capture process details—data sources, owners, and troubleshooting steps—for ongoing consistency.
16. **Monitor ongoing performance:** Continuously track data accuracy, file delivery, and supplier engagement.
17. **Provide regular feedback:** Share insights and performance trends with suppliers to encourage accuracy and timeliness.
18. **Drive continuous improvement:** Partner with suppliers to strengthen processes, enhance automation, and ensure sustained data quality.

It can take MONTHS for a supplier to consistently share accurate and complete food traceability data files that meet the requirements of their customer.

Up Next: Poll Question

The results are in!

How much progress have you made to-date toward traceability?

- X%** No progress yet
- X%** Some progress
- X%** Done and sharing data!



What are we hearing from produce suppliers who work with us today?

Do I really have to do this?

- The FDA moved their deadline.
- The foods that I harvest or handle are not on the FDA's Food Traceability List.
- I'm a seasonal supplier.
- Each of my customers is asking for something different.
- My systems aren't ready.
- Our supply chain is too dynamic for this.

Top 5 Hurdles of Food Traceability

What we've learned from implementing traceability for hundreds of suppliers.

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To start sharing data with customers:

Visit: <https://repositrak.com/fda-food-traceability/traceability-for-suppliers/>

1. Click the  button.
2. You'll be guided through a series of steps to tell us about your company and your customers.
3. Then, we'll show you how to build and share your files with ReposiTrak. You share your traceability data files in many ways, including uploading a spreadsheet using our template, manually entering the data for every shipment, or choosing from a list of automated data sharing protocols.
4. Once we've received your files, we'll check them for accuracy, identify any errors and notify you of our findings. We'll help with corrections.
5. We'll share the accurate data files with your customers for every shipment.



**To talk about a traceability program for
inbound *and* outbound, call us!**

New!



CONGRATULATIONS!
YOU'RE TRACEABILITY-READY!

The “Traceability-Ready” designation is awarded exclusively to companies who have successfully and consistently shared error-free food traceability data files.

Why is this important?

Earning the Traceability-Ready designation is a point of difference for your company. It's an indicator of your company's commitment to a safer, more transparent food supply chain, as well as your company's ability to share accurate, complete traceability data that meets the unique traceability requirements of any customer.

What do you get?

- Once you've met the criteria, you will receive:
 - A certificate with your company's name and Traceability-Ready designation
 - A link to download the official Traceability-Ready “badge,” which you can share with your customers on sell sheets and proposals, include in your company's email signature and add to your website.
- You'll also receive a set of templates to help to you:
 - Educate your internal team on traceability and what this designation means to your brand.
 - Inform your customers – as well as the industry – that you're now officially able to share traceability data that is as accurate and complete as possible and meet the unique requirements of every customer.

Do you need to do anything to apply?

Simply complete your enrollment in the ReposiTrak Traceability Network and begin sharing data. When your files have successfully passed our 500+ point error detection process and error-free traceability data files are being shared consistently, you'll automatically receive the Traceability-Ready designation and materials.

ReposiTrak does EDI, too.

We help nearly 1,000 non-EDI capable companies to share data using EDI or other protocols today.

The Problem:

- Some of the largest retailers and wholesalers asking for food traceability data are expecting the data to be delivered via EDI in the ASN 856 format.
- Many suppliers do not have EDI capabilities , and don't know where to start.
- EDI is just a mechanism for data delivery, but it has problems:
 - Supplier traceability data can have a high number of errors, and EDI doesn't capture and correct them
 - EDI can be expensive, as the price is based on data volume: the more you ship the more you pay
 - Retailers and wholesalers want different data sets transmitted, which is hard to keep up

How does ReposiTrak help?

- Through ReposiTrak, you can send the data in one way...and ReposiTrak gets the data to your customers according to your different customers' different requirements.
- ReposiTrak validates the accuracy of your data and helps you quickly address errors using our 500+ point error detection process.
- We've been doing this for 25+ years and our team of experts can get you traceability ready for a low, flat fee, that's not based on shipment volume.

ReposiTrak helps with with dozens of different EDI and non-EDI document types, including:

214, 810, 812, 816, 820, 824, 832, 846, 850, 852, 855, 856, 860, 864, 875, 878, 879, 880, 888, 889, 894, 940, 997, CSV, XLSX, XML, JSON Fixed-Length

Conclusion and Next Steps

In conclusion:

- ReposiTrak is the largest traceability network, with hundreds of suppliers already successfully sharing traceability data with dozens of retail customers. Thousands of more suppliers are also in the queue to connect.
- We've been doing supply chain data exchange like this for more than 20 years and are pioneers in the traceability space.
- If your customers haven't already asked for food traceability data, they will be soon. You need to be able to share the data with every customer, according to their unique traceability requirements. NO TWO CUSTOMERS WILL BE THE SAME!
- From our work processing tens of thousands of files, we know what types of errors can occur and our solution INCLUDES error detection and correction. Our 500+ point error detection process is included when you use the ReposiTrak Traceability Network.
- Protect your reputation by delivering clean, accurate data to your valued customers with the help of the world's largest traceability network.
- Reduce friction with retailers and improve business relationships.
- Focus on your business while we handle the data cleaning and data exchange.

Next Steps: Call or email us. Share this information with your team.



Thank you!

Questions?

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[Schedule a Meeting with Brian](#)

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[Schedule a Meeting with Mark](#)

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