

Produce Case Label – Produce Traceability Initiative (PTI)

PTI Case Label

Kroger is committed to the use of the standardized case label developed in conjunction with the Canadian Produce Marketing Association and the International Fresh Produce Association. The PTI case label provides industry standard data to improve the flow of highly perishable products through the supply chain. In addition, the PTI label will help with compliance of the FDA Food Safety Modernization Act (FSMA) Rule 204. It is *required* to use the GS1-128 barcode on the PTI label.

The GTIN in ITF-14 format is acceptable provided the harvest date, pack date or best by date, and grower lot numbers are printed in human readable format.

<https://www.thekrogerco.com/vendors-suppliers/supplier-hub/>



- 1 GS1-128 Barcode
- 2 Product Description
- 3 Pack Size
- 4 Date (This is the date that the product is either packaged and harvested on or the best by date)
- 5 Country of Origin
- 6 Packer / Shipper Information
- 7 PTI Voice Pick Code
- 8 Item level UPC barcode or bulk product PLU