**Subject:** Action Needed: Traceability Contact Designation

August 11, 2026

**Dear Valued Kroger Supplier,**

We are writing to request that within the next 30 days you designate a FSMA 204 compliance contact or contacts within your organization using this link: **Contact Nomination Form**

As context for this important request, the regulatory landscape around food and product safety is changing. Section 204 of the Food Safety Modernization Act (FSMA 204), also known as the Food Traceability Rule, establishes enhanced traceability and recordkeeping requirements for certain foods included on the FDA's Food Traceability List (FTL). FSMA 204 requirements apply only to suppliers and items that fall within the scope of the regulation.

This is a new era of strengthened traceability regulation and compliance, and it is our belief that the scope of traceability regulations is likely to expand in coming years. Beyond the regulatory requirements of FSMA 204, Kroger will require items to be traceable through our supply chain as part of how we conduct business going forward. Ensuring our communications reach the right people is critical for communicating updated practices and will enable us to support your organizational readiness as we transition to enhanced traceability processes and ways of working.

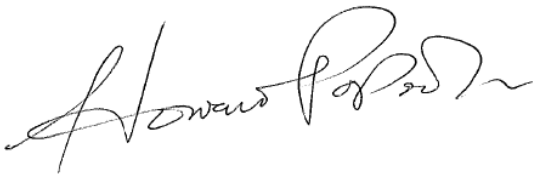
The individual or individuals you provide will serve as our points of contact for program requirements, guidance, training invitations, and communications related to Advance Shipping Notices (ASN), Electronic Data Interchange (EDI), traceability, and labeling updates. These may include your corporate food safety lead, food technology lead, sales manager, or another individual with detailed knowledge of your product specifications, traceability requirements, and labeling processes.

We ask that these individuals can either act on or appropriately forward all communications on these important matters. We kindly request that someone from your company provide this no later than **September 9, 2026**.

Please nominate the appropriate contact or contacts within your organization by completing the secure form linked here: **Contact Nomination Form** [https://forms.cloud.microsoft/r/HuEqFnZmxs]

Thank you for your collaboration, partnership, and continued commitment to product safety and traceability. Together, we can strengthen supply chain transparency, support regulatory compliance, and provide greater assurance of product integrity for the customers we serve.

**Sincerely,**



Howard Popoola
Vice President, Corporate Food Technology & Regulatory Compliance

**The Kroger Co.**
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