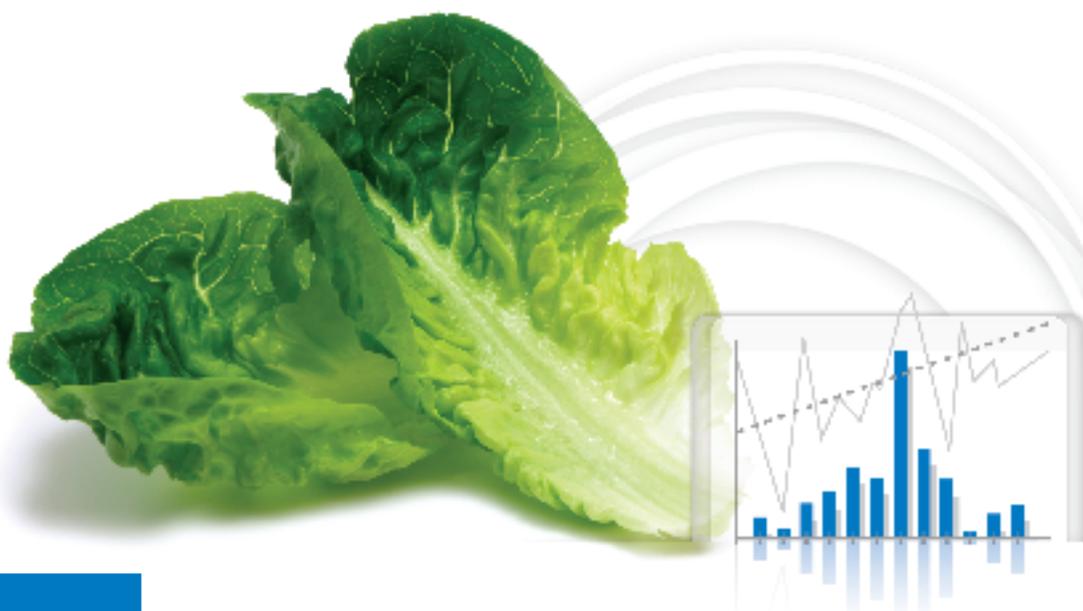


# HarvestMark Insights

*“Shoppers spend a third more in the produce department when they’re delighted by the quality and freshness of fresh items.”*

- Oliver Wyman, 2008



## Insights not Hindsight

HarvestMark Insights integrates data across your supply chain to help you optimize freshness and quality.

Fresh, quality produce is critical to retail buyers and shoppers: 72% of shoppers choose their grocery store based on the quality of the produce aisle (FMI, 2011). Shoppers spend a third more in the produce department when they're delighted by the quality and freshness of fresh items (Oliver Wyman, 2008).

Yet today, growers and shippers often have no visibility into the freshness and quality of their produce once it's left their warehouse.

Sales data is received after the fact, leaving little time to respond quickly to problems, or collaborate with retail buyers.

Now you can monitor how your product performs from field to store shelf, and pinpoint sources of lost freshness and quality. With HarvestMark Insights, you have fact-based analysis needed to retain and capture distribution, achieve price premiums, increase sales, and earn greater customer loyalty.



# HarvestMark Insights

## Our Solution

We transform data captured at critical points in your supply chain, from field to store, into actionable insights that you access on-demand via role-based dashboards and email alerts.



## Features

- Easy to use tools for commodity-specific quality scoring, allowing you to capture appearance, condition, defects, and merchandizing
- Turn-key solutions, including ready-to-deploy auditors available in the top 30 US metros.
- Role-based dashboards and reports that help your team rapidly measure, identify and root cause drivers of lost freshness and quality.
- Intuitive benchmarking tools help you prioritize issues and make faster, more impactful decisions.
- Email alerts to notify you when freshness or quality thresholds fall below expectations

## Benefits

**MEASURE:** Farm to shelf visibility of your products' freshness and quality.

- The moment of truth is no longer a mystery: Capture quality and freshness ratings at edge of shelf across your categories and skus. Just the way a shopper would see it.
- Benchmark stores, products or regions performance.
- First-to-last mile visibility makes it easy to identify patterns and focus on where days are being lost or quality compromised – in the field, the cooler, the DC, or the store.

**ROOT CAUSE:** Identify true drivers of freshness and quality.

- Proprietary analytics help identify the causes of poor quality by variety, growing region, DC, date, or store so you can take action to correct them.
- Optimize pack style and variety mix.
- Monitor the impact of your supply chain initiatives to ensure they deliver the impact you expect.

**TAKE ACTION:** Don't get buried in data - get actionable insights.

- Store and DC data is loaded seamlessly into the platform and is displayed in an easy to use format based on a user's role.
- Customize weekly reports that are automatically emailed to users, making it easy to improve visibility to quality and freshness performance.
- Eliminate spreadsheets across your organization.

## About HarvestMark

HarvestMark® is the industry-leading fresh food traceability and insights platform from YottaMark, Inc. HarvestMark solutions deliver transparency and unparalleled insight into the fresh supply chain that drives sales and profit. Designed for a wide range of fresh products, the HarvestMark platform supports industry standard case- and pallet-level traceability. HarvestMark Connect extends the platform to individual sales units- driving loyalty by connecting farm to fork, speeding food safety communication, and reconnecting shoppers with the people who grow and sell their food. To date, more than 4 billion packages of fresh food have been enabled with HarvestMark traceability, from the produce aisle to the meat case.

## We're ready to help!

Contact us at 1.866.768.7878 or sales@harvestmark.com

### HarvestMark

Corporate Headquarters  
1400 Bridge Parkway, Suite 101  
Redwood City, CA 94065

T: 866.768.7878  
650.264.6200

F: 650.264.6220

[HarvestMark.com](http://HarvestMark.com)

sales@harvestmark.com