

Contact:
Mia West
mwest@west-pr.com
619.501.2756



Frequentz's Track and Trace Solutions Guarantee Sustainably Sourced Bananas *End-to-end visibility helps protect consumers from agriculture lacking integrity*

Palo Alto, CA – April 16, 2015 – Frequentz Inc., a global leader and champion of end-to-end visibility, wants lovers of the fourth most popular agricultural product to know they are working diligently with the international **fruit supply chain** to ensure the 100 billion+ bananas consumed annually are from trustworthy, sustainable sources. While its particularly concerning that only three percent of the global banana production is U.S. Banana Industry Standard-Compliant, the 22 million boxes of bananas captured by Frequentz's **track and trace system** annually are guaranteed to come from environmentally responsible companies that provide only U.S. Standard-Compliant product.

Frequentz's **produce traceability software** tracks 12 percent of the global supply of Standard-Compliant bananas, which is over two billion bananas across the globe. Domestically, Americans consume 8.6 billion bananas annually, and with Hawaii being the only place in the U.S. where bananas are grown commercially, end-to-end traceability becomes even more crucial to creating supply chain trust. Thankfully, Frequentz has helped establish the integrity of bananas sold in the U.S. by tracking over a tenth of those purchased.

The Solution

As food demands grow, so do the technological needs of growers, especially as food comes from multiple international sources. It's also increasingly important for growers to have full visibility and product traceability, as more and more consumers demand to know where their food comes from. Frequentz's GS1 and globally compliant solutions deliver traceability, the ability to track and analyze historical data, and dexterity to handle rapid operational queries from supply partners. This reduces repetitive data gathering and provides accurate records and reporting on such things as specific crop information, irrigation or even soil testing. These solutions can help identify potential sources of contamination, or assist in monitoring cold chain or temperature controlled logistics, which naturally lead to better responses to recall events.

About Frequentz

Frequentz is a global leader and champion of end-to-end visibility, offering comprehensive traceability, serialization and information management technologies. Their transformative tools bolster businesses and brand reputations by improving productivity, product quality, and profitability. To accomplish this,

Frequentz provides valuable insight into end-to-end supply chains, and critical business processes by collecting, storing and analyzing serialized, life history data. Applications of its software are currently used in the life sciences, agricultural, fishery and sustainability, retail, and automotive industries worldwide and promote intelligent analytics and consumer safety. For more information visit www.frequentz.com.

###