

New Global Leadership Team Assembles To Set Traceability Guidelines For the Fresh Foods Industry

Former Wal-Mart VP Bruce Peterson and Leading Perishable RFID Traceability Consultant QLM Consulting to Launch Perishable Industry Trace-Back Initiative

Bentonville, Arkansas – May 17, 2007 - Bruce Peterson, President, Peterson Insights announced today the formation of a new collaborative venture with, Michael McCartney, Principal, QLM Consulting. The team's first mission will be establishing a global traceability approach for the fresh and perishable industries.

Too much emphasis is being placed solely on implementing good agriculture practices to solve food safety issues," Peterson stated, noting the urgency to improve supply chain traceability. "The customer wants assurance that if there is an issue that items in question can be identified, isolated, and communicated to the supply chain partners in more effective ways'.

"The team will focus on joining global stakeholders to improve the transparency of the food supply chain so that everyone will have the ability to lookup quickly and see the dots connected in the supply chain," McCartney added.

Peterson emphasized we have the tools to do the job; we need to collaborate globally to get the job done now not later. The team will be putting together a leadership group over the next 30 days made up of key retailers, growers and third party logistics providers to weld together a global solution.

For more information, telephone Bruce Peterson of Peterson Insights at 479.899.1811 or Michael McCartney of QLM Consulting at 888.692.9292.

About Peterson Insights.

Peterson Insights is a Bentonville, Arkansas consulting company dedicated to providing strategic solutions for the fresh industry. President Bruce Peterson, formerly Senior VP - Perishables at Wal-Mart,, was at the forefront of the Wal-Mart Supercenter expansion which grew from 6 to 2200 stores in 15 years. He spear-headed the introduction of reusable plastic containers (RPCs) to the United States produce industry, and was a leading advocate of using RFID and other technologies to increase perishable supply chain efficiencies. Contact Bruce Peterson at 479.899.1811

About QLM Consulting.

QLM Consulting's team are global leaders in providing and applying technologies to automate supply chains in perishables, health care, retail, and automotive. QLM is responsible for demonstrating the first RFID application in retail in 1999, establishing the first perishable RFID working lab in 2004, publishing the first RFID study to demonstrate the use in food traceability in 2005 and in 2007, performing the first study to identify the right RFID tag to use on returnable assets in the global supply chain. Contact Michael McCartney at 888.692.9292. or visit www.qlmconsulting.com.