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You're invited to Review Hawaii's Agricultural High Technology Food Traceability and Safety System



*Hawaii's Agricultural Supply Chain
Food Traceability & Safety RFID Pilot Project
Monday, October 20, 2008, 2:00pm – 4:00pm*

*at the Hawaii Department of Agriculture
Plant Quarantine Conference Room
1849 Auiki Street, Honolulu, Hawaii*

Business, Agriculture and Government Working Together

The Pilot Project Supply Chain

- Sugarland – Producer
- Armstrong Produce – Wholesaler/Distribution
- Foodland Stores – Retail Outlets
- Hamakua Mushrooms
- Maui Pineapples
- Kahuku Brand – Papayas
- Twin Bridge Farms – Asparagus

The RFID Support Group

- Motorola – Hardware (RFID Readers)
- GlobeRanger - Edgeware
- Lowry – RFID Systems Integrator
- Bluebery – Internet System and Website
- Avery Dennison – RFID Tags
- ADASA - Encoders
- UPM Raflatac – RFID Tags

In the event of a food recall or regional disaster, Hawaii must be prepared to protect the health of its citizens and the integrity of its agricultural supply chain. The Hawaii Farm Bureau Federation is honored to have been supported by the Economic Development Alliance of Hawaii in developing the nation's first pilot system.

You are cordially invited to attend a demonstration hosted by the Hawaii Farm Bureau Federation, Hawaii State Department of Agriculture, and Enterprise Honolulu on high technology tools which will be used in our agricultural supply train food safety and track and trace system. Some of America's foremost leaders in Radio Frequency Identification Device (RFID) technology have been working together to install and test this technology and the Internet food safety system. Participating business members of the RFID Support Group will provide pilot project early-stage information and demonstrations showing how Internet based RFID systems are used to provide track and trace capabilities for food supply chains, asset management and for a variety of other applications.

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