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
Blueberry – 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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This material is based upon work supported by a grant to the Hawaii Farm Bureau Federation by the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, under Award No. 2006-39537-17674 and the Economic Development Alliance of Hawaii.