



August 20, 2020

**An Open Letter to The Fresh Produce Industry re: Case Labels
May 2020**

Our company is committed to the use of the attached standardized case label developed in conjunction with the fresh produce associations in Canada and the U.S. We take the vendor/buyer relationship very seriously and recognize the value to the entire supply chain when standardized processes, such as the use of one common label for all fresh produce items, are in place. For this reason, our organization is supportive of the use of this label in its current format.

If you have questions about our implementation, please contact me or your category manager/buyer.

Sincerely,

Chris Keetch

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Director, Produce & Floral

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