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The Packer

For Immediate Release

The Packer's Produce Market Guide Introduces New Verification Feature

Lenexa, Kan. (Jan. 4, 2017)—The Packer's Produce Market Guide announces a new "Grower Verification Program" where buyers of fresh fruits and vegetables can quickly find growers who meet required standards. An industry first, the company believes this utility will add ease and efficiency to the complex document management requirements in the produce buying process.

The Produce Market Guide (PMG) Grower Verification Program allows growers to upload and share vital business information imperative in most produce transactions, such as proof of liability insurance, third-party audit data and PACA licenses. Prominent identification will be via a "Verified" symbol—allowing buyers to quickly find new growers that have the certifications they require.

"This new PMG tool is revolutionary ... and simple," said Shannon Shuman, Vice President and Publisher, Produce. "Buyers, wholesalers and retailers are telling us that management of certifications is a major hurdle in the buyer-seller relationship. So our solution aggregates all of this information in one easy-to-use resource."

The platform will allow buyers to:

- Search for Verified growers (those with a complete and up-to-date reporting packet)
- Save Verified growers to a personal list
- Quickly connect with a grower to securely access certification documents
- Initiate a private chat session with a grower

The PMG Verification team is actively working with growers to upload their required certification documents and to establish their "Verified" status.

For more information about the Produce Market Guide, or to become a PMG Verified grower, contact Sari Lowenstein at (913) 438-0673.

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