



For immediate release

## **BANGKOK RANCH CHOOSES TRACETRACKER FOR TRACEABILITY OF POULTRY PRODUCTS**

### **Leading duck producer implements TraceTracker GTNet® to improve market access, customer communication, and food safety**

**Bangkok, Thailand, 15 September 2008 –TraceTracker Innovation ASA, the leader in global traceability solutions, signed an agreement to provide Bangkok Ranch, one of the largest duck producers in the World, with complete traceability of their duck meat products in Asia, US, and Europe.**

This move will give Bangkok Ranch a unique position in domestic and export markets as the first duck company to electronically achieve “farm to fork” traceability. TraceTracker GTNet®, or Global Traceability Network, is a web platform with a suite of solutions that enhance the value of food products and brands while stimulating consumer dialogue. The GTNet® works across industries and can be customized to fit the needs any business from a small farmer to a large enterprise.

Welcoming the announcement, Ms. Rosanna Hsu, Chief Operating Officer at Bangkok Ranch, said: “TraceTracker is helping us move into new channels as a pioneer in fresh, high quality, safe, and sustainable duck products that the whole world can enjoy”

BR already sells approximately 50% of its products in Europe. As this business grows and customers become ever-more demanding , BR must prove the health and safety of its products. By providing product information based on complete and trustworthy documentation, BR will address the needs of customers, consumers and ensure that it is compliant with tough EU and Supermarket standards alike.

Connecting to the Bangkok Ranch’s internal systems, TraceTracker GTNet® will track details from egg to final product shipped to retailers, providing rapid responses to consumer needs and regulator requirements. Internally, a graphic interface and a suite of solutions will help the company monitor and analyze the full lifecycle of individual products, thereby reducing risks and complexity. The TraceTracker solution also enables fast product recalls and product inquiries through web portals for distributors and other customers.



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*Notes for editors*

**Bangkok Ranch** was established in 1984 as a pioneer in the duck meat industry in Thailand. Today, the company has developed into a leading duck producer internationally, and is listed on the Stock Exchange of Thailand. In 2007 the company acquired Duck-to-Holding BV (DTH) in the Netherlands to become one of the largest duck processors in the world, outside China, processing approximately 17 million ducks and with combined pro-forma sales in 2007 of approximately US Dollars 175 million. Utilizing modernize scientific technology, Bangkok Ranch has a fully integrated line from Parent Stock Breeding farms to value-added food processing. The trademark “Dalee” is now widely accepted in both local and overseas markets as a mark of high quality food products. Please visit [www.bangkokranch.co.th](http://www.bangkokranch.co.th) for more information.

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**TraceTracker Innovation ASA** is a global information exchange for the food industry. It enables trading partners to exchange critical information across whole supply chains and effectively create ‘food passports’ that traces every stage of production, processing and distribution from source to supermarket shelf. This creates significant value for every connected business – *from farmers and growers through to manufacturers and retailers* - by enabling them to increase revenues and reduce costs through differentiating their products, gaining easier market access, and creating operational efficiencies. With experts based in 11 offices across Africa, Asia, Europe and North America, TraceTracker can immediately respond to customer needs. Please visit [www.tracetracker.com](http://www.tracetracker.com) for more information.

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