

Organized Retail Crime

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the Department of Homeland Security (ICE-HSI) have all had a very active role in monitoring and apprehending criminal enterprises known for their ORC activities, according to the NRF.

In February 2011, ICE-HSI expanded the ORC Pilot Program, which will be known as the SEARCH initiative (Seizing Earnings and Assets from Retail Crime Heists). This initiative began with a pilot program that involved retailers throughout the country, which used retailers' own intelligence to track suspected crime rings.

State and local law enforcement cannot always chase criminals across state lines and onto the internet—and criminals know it.

In 34 states, the felony theft level is anything over \$500; 17 of those states have a felony theft level of \$1,000 or more. Taking advantage of current law, thieves move from store to store, stealing below the felony threshold at each store, thus risking little more than a misdemeanor charge and small fine. Even if they are caught, they usually see limited jail time or probation and are soon free to steal again, according to the Coalition Against Retail Crime.

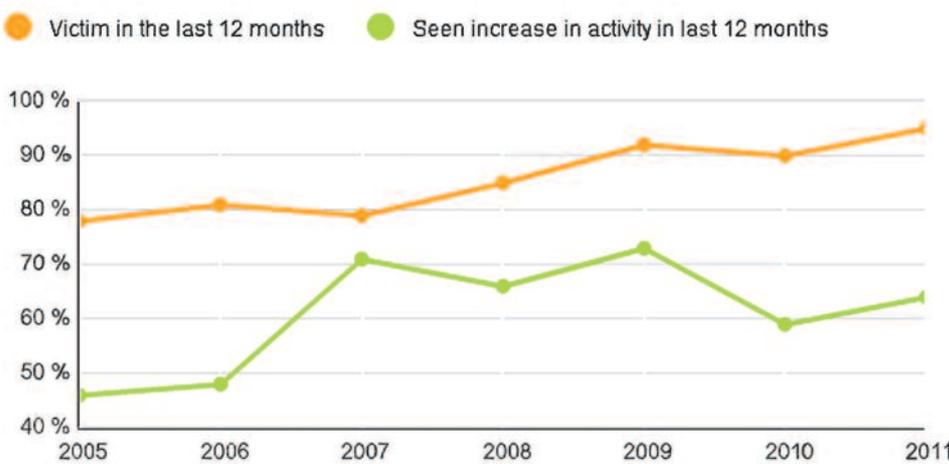
Federal legislation will require online auction sites to collect additional data from high volume sellers, which by itself will deter the sale of stolen goods online.

If enacted, this legislation would deter ORC, apply traditional models of stolen property requirements to high-volume sellers on the Internet and protect unsuspecting consumers; among other benefits.

In an effort for retailers to tackle ORC head on, the first Global Organized Retail Crime Conference will be held March 25-26, 2013, in Las Vegas.

The one-and-a-half-day conference will feature numerous in-depth educational, interactive presentations by retail loss prevention, law enforcement, prosecutorial, judicial and

How Retailers Have Been Impacted by Organized Retail Crime



Source: NRF survey conducted April 19-May 10, 2011 of loss prevention executives at 129 retail companies.

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legislative authorities that will examine all aspects of ORC, including theft methods, trends, prevention, investigation, legislation and working with law enforcement.

PRODUCE NEWS

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United Fresh Attendees Choose Best New Products

Those attending the United Fresh Produce Association's annual convention and expo in Dallas cast their votes for New Product Awards in five categories.

More than 25 fresh fruit and vegetable innovations competed. The 2012 New Product Award winners were:

Best New Packaging Product: Naturipe EarthCycle Packaging for Organic Berries, Naturipe LLC

Best New Food Safety Solution: FlashCheck® Real-time Bacterial Enzyme Detection Kit, DeltaTrak® Inc.



Ready Pac's Fresh Fruit Parfaits were named Best New Fruit Product at United Fresh in May.

Best New Packing/Processing Equipment: Bosch Pack 301 IN Inverted Horizontal Flow Wrapper, Bosch Packaging Technology Inc.

Best New Fruit Product: Fresh Fruit Parfaits, Ready Pac Foods
Best New Vegetable Product: Delano™, Mastronardi Produce

Jacoby Joins Progressive Produce

Chris Jacoby has joined Progressive Produce, a Los Angeles-based produce grower/shipper, as sales manager.

Jacoby has been in the produce industry for 23 years, most recently as sales and merchandising manager for Albertsons SuperValu.



Chris Jacoby

Ocean Mist's Pezzini Wins Ag Leader Award from National Steinbeck Center

Joe Pezzini, COO of Ocean Mist Farms, has received the Valley of the World Ag Leader award from the National Steinbeck Center.

The award honors an individual whose work has broken new ground and/or who has added significantly to the industry while making a difference in the community in which they live.

Pezzini received the honor at the Annual Valley of the World



Ed Boutonnet, left, Ocean Mist Farms CEO, said of Joe Pezzini, right: "Joe leads by example. He is humble, pragmatic, exhibits sincerity, maintains a calm demeanor and is a consensus builder. An invaluable asset to both Ocean Mist Farms and the industry in which he serves, Joe is most definitely a deserving recipient of the Valley of the World Ag Leader award."

Awards Event held May 10 at Corral De Tierra Country Club in Salinas, Calif.

Award Committee Chair Lorri Koster said, "Joe's leadership following the spinach food safety crisis in 2006 was unprecedented and may be his biggest achievement, but he has always been there for our industry and our community and continues to lead us into the future."

The National Steinbeck Center established the Annual Valley of the World Awards to recognize key pioneers of the Salinas Valley agricultural industry.

Brumley Rejoins Ready Pac Sales Team

Ready Pac Foods Inc. has hired produce veteran Don Brumley as regional sales manager. His responsibilities include sales territories in Northern California, the Pacific Northwest and Western Canada, along with some national account and program responsibilities.

Brumley has more than 25 years of retail sales and management experience, most recently with Colorful Harvest. Brumley will report directly to Alan Ediger, SVP-Retail West for Ready Pac, which is based in Irwindale, Calif.

This is Brumley's second time on the Ready Pac sales team, having worked for the company from 1999 to 2006 before moving to the floral world with Nurserymen's Exchange. Prior to that, he held positions with Chiquita Banana, Bradshaw Inc. and Coca-Cola Co.



Don Brumley

Tanimura and Antle Chooses TrueTrac for PTI

Tanimura and Antle has signed with Truetrac™ to attain Produce Traceability Initiative (PTI) compliance throughout its operations.

The Tanimura and Antle team underwent a proof-of-concept period with Truetrac during late 2011 and then permanently contracted with Truetrac in April 2012. Tanimura and Antle will use Truetrac's LabelTrac™ and HarvestTrac™ software modules to provide case labeling and data integration for all of the company's harvesting and packing operations.

The Truetrac system provides a field-ready, turnkey system for growers, harvesters and shippers to print and apply a PTI-compliance label to every carton of field packed produce.

FogMist Helps Preserve Freshness While Saving Money

FogMist, a new product from ProdeW, helps to preserve freshness in produce, meat and seafood displays without visible moisture on the product for less money. This revolutionary alternative to traditional misting creates a visually pleasing effect over the display that can be compared to ultrasonic systems of the past, the Marietta, Ga.-based company says. Unlike ultrasonic systems however, ProdeW's system draws water directly from the water source in the store and has no standing water. Fog Mist uses 1/16 of the water versus traditional misting systems and contains absolutely no PVC.

"Retailers tell us over and over again that the fog-like effect from ultrasonic systems signals freshness to consumers, but the equipment and maintenance costs are unreasonable," said Itamar



Representing ProdeW at the recent United Fresh convention, from left: Shakeel Merchant, Kelly O'Brien, Paul Cerny, Julie Miller and Itamar Kleinberger.

Kleinberger, chairman of ProdeW. "We have designed Fog Mist to provide the cascading, fog-like mist that retailers want, at a fraction of the equipment costs and maintenance."

The first systems of FogMist, which was introduced at the recent FMI exhibition in Dallas, will be installed in the second half of 2012.

ProdeW also featured its NSF certified night covers at the FMI show. These energy saving night covers come with a five-year warranty, are virtually maintenance free and will not fray or flake. The mechanism has been designed without lubricating oil and requires no yearly calibration.