

### Abstract:

The ability of modern supply chains for fresh produce to provide traceability is becoming the norm. At present the systems need to provide relatively straightforward capability to trace back from the market to the source of supply, or trace forward by associating production information with the product. There are, however, significant opportunities to improve supply chain performance through better traceability as well. Two examples are introduced to highlight this potential, one that provides feedback to growers on measured quality and the other feedback to the market on predicted quality. These applications for information sharing require a detailed level of traceability. At this level of detail it is not possible to have an absolute confidence in individual fruit traceability due to mixing that occurs at certain points in the supply chain. The level of traceability is, however, adequate to facilitate improved information systems for enhanced supply chain performance.