

Capital City Fruit achieves farm-to-retail traceability with ReposiTrak's Touchless Technology

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Produce distributor becomes first to implement end-to-end touchless traceability through distribution centres, advancing FSMA 204 compliance without disrupting warehouse operations



Capital City Fruit has become the first fresh produce distributor to implement farm-to-retail touchless traceability across its distribution centre operations, marking a significant milestone in the digital transformation of food supply chains. The achievement, enabled through the ReposiTrak Traceability Network, allows the company to maintain end-to-end product traceability without relying on manual case-level scanning or introducing additional labour-intensive processes.

The implementation positions the Iowa-based produce distributor at the forefront of supply chain transparency as the food industry prepares for stricter traceability requirements under the U.S. Food Safety Modernization Act (FSMA) Rule 204.

As a grower, shipper, repacker and supply chain service provider, Capital City Fruit handles large volumes of fresh fruits and vegetables through complex distribution networks. Traditionally, maintaining traceability across distribution centres has required extensive barcode scanning during receiving, storage, order picking and shipping—processes that often increase labour costs and disrupt operational efficiency.

ReposiTrak's Touchless Traceability platform eliminates these bottlenecks by automatically linking supplier-generated traceability records with product movement data generated within distribution centres. The system creates the required traceability events digitally as products move through the warehouse, removing the need for manual intervention while ensuring regulatory compliance.

The technology has been designed to help food businesses meet upcoming FSMA 204 requirements without fundamentally changing existing warehouse workflows or investing in additional scanning infrastructure.

A critical component of the project was supplier integration. ReposiTrak worked directly with Capital City Fruit's supplier network to establish digital connectivity, map traceability data, configure reporting protocols and provide technical training. The company's onboarding specialists also assisted suppliers with limited digital capabilities, reducing implementation complexity for both Capital City Fruit and its trading partners while ensuring consistent data quality throughout the supply chain.

According to Randy Fields, Chairman and Chief Executive Officer of ReposiTrak, the project demonstrates that comprehensive traceability can now be embedded within normal distribution operations rather than treated as a separate compliance exercise. He noted that the company's hands-on supplier onboarding programme significantly reduces the burden on distributors while improving the accuracy and reliability of traceability records.

The need for advanced traceability solutions is particularly acute in the fresh produce sector, where highly perishable products, rapid inventory turnover, variable packaging formats and extensive supplier networks create significant challenges for maintaining accurate product records. By automating the collection, validation, linking and retrieval of key traceability information, the ReposiTrak platform aims to improve operational efficiency while strengthening food safety and recall readiness.

The ReposiTrak Traceability Network enables growers, suppliers, wholesalers, distributors and retailers to exchange traceability information through a secure, standardised digital platform capable of supporting multiple data formats and varying levels of technological maturity. Automated validation tools, continuous data monitoring and proactive error detection further enhance the quality and integrity of supply chain records.

For Capital City Fruit, the implementation represents more than a regulatory compliance milestone. By integrating traceability directly into day-to-day distribution activities, the company has established a scalable model for improving supply chain visibility while minimising operational disruption. The move is expected to strengthen food safety, enhance recall preparedness and support growing retailer and consumer expectations for greater transparency across the fresh produce value chain.

With regulatory scrutiny increasing and digital traceability becoming a strategic priority across global food systems, Capital City Fruit's adoption of touchless farm-to-retail traceability signals a broader shift towards technology-driven supply chain management that balances compliance, efficiency and operational resilience.