

United Natural Products Alliance Adopts Industry Food Safety Standard from ReposiTrak™

Written by Australian Business

UNPA support positions ReposiTrak at the center of the track and trace effort for dietary supplements and natural and functional foods

SALT LAKE CITY--([BUSINESS WIRE](#))--The United Natural Products Alliance (UNPA), a leading international association of dietary supplement, functional food and natural health products companies, today announced its commitment to food safety by endorsing and agreeing to promote the use of track and trace technology from ReposiTrak, a solution provider backed by international food safety consultants Leavitt Partners and retail technology experts Park City Group (NYSE MKT: PCYG). The ReposiTrak system, which includes Document Management and Track & Trace applications, will be made available to and employed by UNPA members during the coming months.

“It is critical that our members know exactly where their ingredients are coming from and where finished goods are going so customers and consumers have total confidence in their brands. ReposiTrak, which we believe is quickly becoming the industry standard across the retail food industry, creates the visibility needed to reduce risks and ensure that only safe products are being sold to shoppers,” said Loren D. Israelsen, President of UNPA.

Powered by Park City Group’s technology, ReposiTrak enables grocery warehouses, supermarkets, packaged goods manufacturers, food processing facilities, drug stores and drug manufacturers, as well as logistics partners, to track and trace products and components throughout the global food, drug and dietary supplement supply chains. In addition, the technology addresses the market need of receiving, storing, sharing, and maintaining regulatory documentation all in one convenient location. ReposiTrak reduces risk in the supply chain by identifying backward chaining sources and forward chaining recipients of products in near real time.

“UNPA is an innovative trade group acting to safeguard its members in a market that is increasingly complicated by changing consumer behavior and new government and food safety regulations. ReposiTrak helps UNPA accomplish this goal by enabling its members to see all product flows and act quickly and effectively to address any issues before they become real problems,” said Rich McKeown, President of ReposiTrak.

About UNPA

The United Natural Products Alliance (UNPA) is an international association representing many leading dietary supplement, functional food and analytical companies that share a commitment to provide consumers with natural health products of superior quality, benefit and reliability. Founded in Utah in 1991, UNPA was instrumental in the passage of the 1994 Dietary Supplement Health and Education Act (DSHEA) and continues to take a leadership position in regulatory issues and industry best practices. Visit www.unpa.com.

About ReposiTrak™

ReposiTrak is collaboration between Leavitt Partners and Park City Group. The collaboration provides food retailers and suppliers with a robust solution to help protect their brands and remain in compliance with rapidly evolving regulations in the Food Safety Modernization Act. Powered by Park City Group's technology, ReposiTrak is an internet-based solution that enables all participants in the farm-to-table supply chain to easily manage tracking and traceability requirements as products move between trading partners. More information is available at www.repositrak.com.

About Park City Group

Park City Group (NYSE MKT: PCYG) is a Software-as-a-Service ("SaaS") provider that brings unique visibility to the consumer goods supply chain, delivering actionable information that ensures product is on the shelf when the consumer expects it as well as providing food safety tracking information. The Company's service increases customers' sales and profitability while enabling lower inventory levels and ensuring regulatory compliance for both [retailers](#) and their [suppliers](#). Through a process known as [Consumer Driven Sales Optimization™](#)

, Park City Group helps its customers turn information into cash and increased sales, using the largest scan based platform in the world. Scan based trading provides retail trading partners with a distinct competitive advantage through scan sales that provides store level visibility and sets the supply chain in motion. And since it is scan based, it can be used in a Direct Store Delivery (DSD) or warehouse setting.

About Leavitt Partners

Leavitt Partners advises clients in the health care and food safety sectors. The firm applies its experience, knowledge and a network of global relationships to serve our clients. As a food safety and health care intelligence business we provide the best available window to the future of American health care. More information is available at www.leavittpartners.com