

Adoption by ROFDA extends ReposiTrak solutions to additional wholesaler

SALT LAKE CITY--([BUSINESS WIRE](#))--ReposiTrak, a food safety solution provider backed by international food safety consultants Leavitt Partners and retail technology experts Park City Group (NYSE MKT: PCYG) today announced the successful implementation for the suppliers of the second member of ROFDA (Retailer Owned Food Distributors & Associates), the largest cooperative of independent food wholesalers in the U.S. The ReposiTrak system, which includes Document Management and Track & Trace, is now available to ROFDA's hundreds of retail locations in the northeast U.S.

"The adoption of ReposiTrak by the second ROFDA wholesaler shows the continued support by ROFDA membership to providing safe food throughout its supply chain"

Powered by Park City Group's technology, ReposiTrak helps manage regulatory, financial and brand risk associated with issues of food safety in the global food supply chain. 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 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.

"The adoption of ReposiTrak by the second ROFDA wholesaler shows the continued support by ROFDA membership to providing safe food throughout its supply chain," said Rich McKeown, President of ReposiTrak.

Glendale, Alabama –based ROFDA is a cooperative established in 1962 to promote and support the retailer-owned distribution segment of the food industry. ROFDA members represent 20% of the supermarket industry and nearly 50,000 suppliers.

About Retailer Owned Food Distributors & Associates (ROFDA)

In 1962, a few cooperative food distributors from around the southeast formed an organization known as the, “Southeastern Food Cooperative Association,” (SFCA). Over the years, growth from outside the southeast occurred as cooperatives recognized the numerous advantages of participating in a cooperative only environment. Due to the new geographic locations of its members and the changing demands of the retailer owned segment of the food industry, the name, Southeastern Food Cooperative Association, did not appropriately identify its members. So in 1988, a name change of the association was approved by its Board of Directors, and thus the new name, Retailer Owned Food Distributors & Associates (ROFDA), emerged. The mission of ROFDA is to promote and support the retailer-owned distribution segment of the food industry with value added programs and services, all in furtherance of servicing independent retail grocers located throughout America.

About ReposiTrak

ReposiTrak is collaboration between Leavitt Partners and Park City Group. ReposiTrak 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

Written by Australian Business

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

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