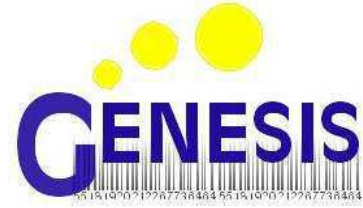


A GENESIS White Paper



Dearborn, MI & Montgomery, IL

## **COOL and COOL Methods**

Author – Greg Nelson  
VP/CTO GENESIS

1/15/2009

**Solution Overview****Industry**

Grocery/Perishable

**Application - Fix  
Label Changes**

Managing data in the perishable world has gotten more, and more difficult with each passing day. The current small to mid-sized grocer faces the same issues as the larger chains but with limited resources. This white paper will discuss the methods available to all with limited scale technologies to produce the required COOL (Country of Origin Labels).

COOL is a USDA Federal mandate in acted in 2002, please look at this web site for additional information <http://www.ams.usda.gov/COOL> . COOL is a method to provide information to the consumer on where the product(s) consumed today came from. The hard part is getting that information printed and into the consumers hands. Most Scale manufacturers today have several methods to place this valued information on a Type II printed scale label, but we have seen these methods to be poorly implemented. While your scale company may have a solution we would like to discuss other possible methods.

In all cases the phrase Product of, Born In... etc is required along with country of origin.  
Example: Product of United States, or Born In New Zealand

This must be shown after the description of the product.

Example:     Ground Beef  
               75% Lean

                  Product of United States

Now some scales can load the country information, and the phrase data so that when a clerk (Counter Help) waits on a client/customer they are prompted for these items (some times the items have a default). The issue is that they could select the wrong country, or select nothing exposing you to fines/fees from those inspectors. We feel this is a problem, which has a simple solution. Ingredient Text or sometimes called expanded text is the answer. You can simply turn on expanded/ingredient text, and fill in these items as the first line of text followed by a blank line.

Example:     Ground Beef  
               75% Lean

                  Product of United States

                  You can then place other details, or recipes here

The additional space for recipes, ingredients and other possible marketing information are endless. The goal is compliance with Federal laws, but the methods are completely up to you. You need to watch over these methods no matter which is selected, but control should be placed in the hands of managers/owners not in the possible minimum wage clerks behind the counter. While some software tries to control COOL methods under the guidance of the scale company, here at GENESIS we offer both methods. Remember that COOL is the law, and must not be taken lightly. Come up with a method that works for your store. Talk to your scale manufacturer, and have them show you both methods, but take the course with the least impact and you'll see quickly our method is easy, and controlled.

\* Method and selection or implementations are the responsibility of the end-user (Grocer), and GENESIS or its employees are held harmless in all cases.