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Blytheco Launches New Article Series: Traceability and Beyond Featuring the News and Issues Impacting Food Processors Today

Laguna Hills, CA – April 22, 2014 – Blytheco is pleased to announce the launch of a new article series featured on their blog “[Think](#),” entitled “[Traceability and Beyond](#).”

“Traceability and Beyond” will feature articles to help support this important group of manufacturers who work to bring us the food that sustains our nation. Consider the wide ranging impacts of food industry issues:

- The FDA reports 134 recalls in Q4 of 2013 alone, representing over 10.6 million units of food.
- About 48 million people -- one in six Americans -- get sick, 128,000 are hospitalized and 3,000 die annually due to food borne diseases, according to the Centers for Disease Control and Prevention.
- The cost of the Food Safety Modernization Act (FSMA) is estimated to range from \$13,000 to \$30,000 per year for a single food producer, according to the FDA.

The company is proud to feature some of the leading authorities in the industry helping customers understand these and other complex and diverse issues facing food processors today, and to share them on the “Think” blog. The series will run through July, 2014 – readers can subscribe to receive articles automatically via email at blog.blytheco.com.

“Traceability and Beyond” Bloggers include:

Michael Siegmund, Supply Chain Executive at Winslow Bainbridge Consulting, former President of RM Foods, former Director of International Supply Chain at Starbucks Coffee.

Mr. Siegmund will be sharing “Best Practices in Food Processing,” tips for Processors to improve efficiency throughout their business lifecycle.

Jennifer McEntire, Ph.D., Vice President and Chief Science Officer for The Acheson Group, former Senior Staff Scientist and Director of Science & Technology Projects at the Institute of Food Technologists.

Dr. McEntire will cover a range of topics on compliance, the FDA, traceability, the reality of recalls, and how to manage audits.

Dr. Roger Clemens, Chief Science Officer at Horn, past President of the Institute of Food Technologists and Professor of Pharmacology and Pharmaceutical Sciences at USC.

Dr. Clemens will keep readers posted on important industry events and happenings where food processors can learn about the latest technology and compliance developments, and brief them on Legislative happenings from his unique perspective.

Dr. Claudia Fajardo-Lira, Professor in Food Science within the Nutrition, Dietetics and Food Science option and Executive Director of the Marilyn Magaram Center for Food Science, Nutrition and Dietetics at California State University, Northridge. She is a member of the Food Science Communicators Committee for the Institute of Food Technologists and served on the Executive Committee for the Southern California Section of the Institute.

Dr. Fajardo-Lira will bring news about the latest in Food Safety issues and trends, with a focus on improving quality and appropriate standards in industry.

About Blytheco

Blytheco offers, implements and supports [Netsuite](#), [Sage](#) and [SugarCRM](#) business management software products for [ERP](#), [CRM](#), [HRMS](#), and [Marketing Automation](#). Since 1980, Blytheco has been serving the mid-market and [small enterprise business](#) community by providing professional services which empower businesses to reach their goals. We offer risk assessment, change management, [marketing strategy](#), and process improvement to ensure a successful implementation, as well as award-winning software to allow your business to run at its peak level of efficiency. With a national consulting team, Blytheco works with over 5,000 clients in many industries to help turn business dreams into productivity. For more information, please visit www.blytheco.com or follow us on our Blog – think.blytheco.com, on [Facebook](#), [LinkedIn](#) and [@blythecoLLC](#) on Twitter.

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