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**ProWare Services, LLC**

# Press Release

## **ProWare Services, LLC adds value to strawberry grower/packer shipper operations.**

Plant City technology company offers AgWare™, a software package that brings significant value to berry growers.

**Plant City, FL February 10, 2010** - Located in the heart of the Central Florida's strawberry growing region, a small, locally owned software development company has been assisting fresh produce farming operations since the late 1990's. "Being started here in the Plant City area allowed us to begin working with many of the local strawberry growers from the time we first offered AgWare™", states Steve Dean, General Manager of ProWare Services. "We have been working along side this industry and developed a lot of our solutions around the unique challenges presented in this market. Our traceability module quickly attaches product, lot and source identity and then follows the product seamlessly through the cool chain process."

Local grower, Suzanne Roberts of Astin Strawberry Exchange, Plant City, FL, states, "We have been using the AgWare™ product since 2001. During that time we have come to rely upon AgWare™ as a critical part of our operations and know first hand that the ProWare services and products are reliable and innovative. AgWare™ is used for collecting data and managing each of our business practices including, receiving, cooling, inventory, shipping, sales and our financial applications." "Additionally," states Ms. Roberts, "with the food safety and traceability standards that are today's challenges, we know we can rely upon ProWare Services to have us where we need to be, when we need to be there." Astin Strawberry Exchange, a long established family operation, represents over 600 acres of strawberries that produce over 16 million pounds of fresh strawberries each season.

In addition to strawberries, ProWare Services, LLC has spanned the fresh produce industry with successful installations in most commodities including melons, squash, peppers, tomatoes, onions, sweet potatoes, grapes, mangos and leafy greens.

**For Release 9 a.m. EST, February 10, 2010**

**About ProWare Services, LLC.**

ProWare Services, LLC. is a software services company focused on providing solutions for the perishable foods, seafood, and floral industries. The company's center of concentration remains on supply chain products and services that are affordable to small-mid-sized growers, packer/shippers, brokers, and distributors. ProWare's staff provides complete consulting and system integration services to support the effective implementation and long term support of these solutions. AgWare™, ProWare Services' flagship product has been a mature and stable platform deployed in the agricultural community since 1999. ProWare Services provides un-paralleled products, services with commitment and integrity. For further information contact Don Walborn at (813) 752-7952 or [Don.Walborn@ProWareServices.com](mailto:Don.Walborn@ProWareServices.com)