CLAIMS

1. A system to provide at least one product record for a product to a user, the system comprising:

at least one cold chain information source to provide at least one product information entry for the product;

a data warehouse, comprising:

a processor to receive and analyze the at least one product information entry from the at least one cold chain information source, and to assemble the at least one product record from the at least one product information entry, wherein the at least one product record includes a product fingerprint with a traceability entry; and

a product database to store the at least one product record; and

at least one user system to provide the user access to the at least one product record;

wherein the at least one cold chain information source includes a transportation information system providing conditions in a container including temperature and humidity, transport time, temperature excursions and durations thereof, if the trailer door has been opened and durations thereof;

wherein the at least one cold chain information source includes a tracking information system providing position data and climate data outside of the container; and

wherein information from the transportation information system and the tracking information system are used to cross check data.

2. The system of claim 1, wherein the processor identifies a missing product information entry from the at least one product record.

3. The system of any of the preceding claims, wherein the at least one cold chain information source includes at least one of a grower information system, a warehousing information system, and an inventory information system.

4. The system of claim 3, wherein the inventory information system includes a plurality of product scanners to determine a product inventory level.

5. The system of any of the preceding claims, wherein the at least one product information entry includes at least one of a product origin entry, a transport time entry, an environmental exposure entry, and a usage information entry.

6. The system of any of the preceding claims, wherein the at least one user system includes a relationship management system.

7. The system of claim 6, wherein the relationship management system includes a profile database containing at least one customer profile record.

8. The system of claim 7, wherein the at least one customer profile record includes at least one of a customer priority entry, a desired product entry, a customer feedback entry, and a customer buying pattern entry.

9. The system of claim 7, wherein the relationship management system notifies the user in response to the at least one customer profile record corresponding to at least one product record.

10. The system of claim 7, wherein the relationship management system receives a feedback parameter corresponding to the at least one product record.

11. A method to provide at least one product record for a product to a user, the method comprising:

providing at least one product information entry for the product via the at least one cold chain information source;

receiving the at least one product information entry for the product from the at least one cold chain information source via a processor;

analyzing the at least one product information entry for the product from the at least one cold chain information source via the processor;

assembling the at least one product record from the at least one product information entry via the processor, wherein the at least one product record includes a product fingerprint with a traceability entry;

storing the at least one product record via a product database; and

providing the user access to the at least one product record via at least one user system,

wherein the at least one cold chain information source includes a transportation information system providing conditions in a container including temperature and humidity, transport time, temperature excursions and durations thereof, if the trailer door has been opened and durations thereof;

wherein the at least one cold chain information source includes a tracking information system providing position data and climate data outside of the container; and

wherein information from the transportation information system and the tracking information system are used to cross check data.

12. The method of claim 11, further comprising identifying a missing product information entry from the at least one product record via the processor.

13. The method of any of the preceding claims, wherein the at least one user system includes a relationship management system.

14. The method of claim 13, wherein the relationship management system includes a profile database containing at least one customer profile record.

15. The method of claim 13, further comprising notifying the user in response to the at least one customer profile record corresponding to at least one product record via the relationship management system.