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Safefreight's Balestra to speak at national agriculture and food transportation conference

VANCOUVER, Wash. – As part of the American Trucking Association's first-ever conference on Agricultural and Food Truck Transport, Safefreight's Chief Operating Officer – Jim Balestra – will be speaking about the role that [transportation security technology](#) plays in helping to maintain the integrity of the nation's food supply. Perishable products in transport are susceptible to both tampering and spoilage. Balestra's presentation will focus on how fleet management technology can help overcome those challenges, and at the same time, show how technology can also help companies further secure their supply chain to optimize fleet operations and productivity.

Balestra will be joining a roster of prominent speakers, including senior officials from the Bush administration including U.S. Secretary of Agriculture Michael Johanns and Hunter Moorhead, Special Assistant to President Bush for Agriculture, Trade and Food Assistance. "I am honored to be a part of this inaugural conference on agricultural and food transportation," said Balestra. "The discussions that will be taking place on the panels and on the floor will enhance efforts to ensure the continued safety and security of agricultural and food products in the supply chain," added Balestra.

The summit will be held in Washington D.C. April 25-26 and is being co-sponsored by the U.S. Department of Transportation and the Department of Agriculture. It aims to provide a venue for the trucking, agricultural and food industries, and other stakeholders, to discuss critical issues as well as ways to strengthen commercial trucking to ensure the safety and success of the food and agricultural transport industry in the future. Developing legislative and policy initiatives in agriculture and food trucking for possible inclusion in the 2007 Farm Bill and other federal legislation will also be key focal points of the summit.

About Safefreight

Safefreight Technology is a developer of security-enhanced fleet management technology, including [refrigerated trailer](#) and [cargo temperature monitoring systems](#). Through its SmartFleet™ system, Safefreight provides full vehicle security and visibility through proprietary technology that comprises an asset to Internet solution using 24/7 [GPS fleet tracking](#), diagnostic sensors and a robust alerting solution. SmartFleet™ offers a perimeter of security that mitigates threats by providing complete situational awareness of vehicles and other mobile assets along with command and control capabilities. For more information, please visit www.safefreight.com.

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