

LEAP TRACEABILITY IN A SINGLE SCAN!

The average recall takes 34 days to enact, according to AMR Research. Bar code-based lot tracking can help food manufacturers more quickly identify the source and all recipients of recalled products.

In business, you might wish that you had a superpower to help you make quicker decisions, generate fresh ideas to stay ahead of competitors, deal with multitasking, and more. With or without super powers, if you are a food company executive, product recalls could be your Kryptonite. The key? Traceability.

The importance of produce traceability has been made devastatingly clear in recent years by well publicized incidents of illness, and even death, due to contaminated lettuce, spinach, cantaloupes and more. While officials in such cases spend weeks tracing the contamination to its source, all growers, wholesalers and retailers suffer market consequences. The most recent reminder of the importance of traceability came with the announcement of the multistate outbreak of listeria linked to Blue Bell Creamery products. A few people contracted listeriosis, and there was a total recall of Blue Bell products. It's still unclear how the Blue Bell will recover from its first recall in a 108-year history.

The average cost of a recall to a food company is $10M USD in direct costs, in addition to brand damage and lost sales; according to a joint industry study by the Food Marketing Institute and the Grocery Manufacturers' Association. And the costs for larger brands may be significantly higher.

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SAVING LIVES: COMPLIANCE AND SAFETY

You can put an end to laborious, expensive and unreliable recalls, but best of all, help save lives. One of the most important ingredients for achieving product safety and traceability is a strict lot control and tracking process. Incorporated into an integrated food manufacturing software system, this can help you prevent the common errors that cause product recalls, and when a recall is unavoidable, help you trace items with surprising speed. By using a warehouse management system (WMS) that integrates into your ERP system, you can print a report that shows the location of your entire product inventory, by case and lot number, when and from whom it was received, and when and to whom it was shipped—making tracing fast and accurate. It also shows that you are professional and prepared.

A good WMS will automatically capture a PTI-compliant label. When receiving cases with compliant labels, a single scan parses the embedded data and appropriately populates the system.

This approach adds real value to the supplier as well as to the downstream customer. Data accuracy is in excess of 99% and the visibility provided can be used to drive operational improvements, particularly in terms of inventory management and order fulfillment.

IMPROVE THE HEALTH OF YOUR BUSINESS WITH ACCURACY AND REAL TIME VISIBILITY

Superheroes regenerate and come back to fight after even the most serious injuries, and so can your business. Not only can you help save lives by driving efficiency in a recall, you can improve the health of your business with a WMS system. While remaining compliant and offering quality products that meet stringent food safety regulations is key in how customers interpret your brand and products, it is also an opportunity to streamline supply chains and the manufacturing process that will pay off long-term. Real-time inventory management and traceability is critical for advancing supply chain efficiency.

Food traceability is reaching new levels of security and simplicity in a dedicated server environment or via the cloud. It's optimal to work with a modular and fully scalable WMS so that operations of all sizes can benefit from increased productivity, inventory accuracy, traceability, improved inventory turns and product visibility.

SAVE THE DAY WITH BUSINESS INSIGHTS

One of the benefits of a WMS is you are able to collect and analyze up-to-the-minute data for performance. This allows a business user to easily access a view of data in a timely manner to make informed, impactful decisions that allow you to stay ahead of the game, get to the root of any problems swiftly, and prevent them from happening again in the future.

AFS recommends using an analytical tool as part of your superpowers because it measures effectiveness and performance as well as provides a closed-loop system to optimize key aspects of your business such as labor management or space utilization regardless of volume fluctuations. Look for a data discovery application that aggregates multiple data sources and swiftly provides a comprehensive view of your business. This will help deliver relevant sales and profitability information as quickly and efficiently as possible.

Recalls are serious business. WMS and data discovery together in your warehouse will provide you with the ability to save lives and your business.

A BUSINESS OF STEEL

With a WMS system, you can experience:

- *Increased productivity*
- *Improved inventory accuracy*
- *Improved inventory turns*
- *Decreased inventory levels*
- *Engineered labor standards and 3PL billing capabilities*
- *Complete traceability*
- *Timely visibility*
- *Increased customer satisfaction*

ABOUT AFS TECHNOLOGIES

AFS Technologies (AFS) the leading provider of software and services purpose-built for consumer goods companies. We are committed to efficiencies in trade spend, retail execution and supply chain. With 30 years of experience, AFS serves more than 1,300 customers of all sizes, in more than 50 countries, with innovative and configurable solutions that are proven to optimize your potential with automated processes, improved productivity and rapid time to value.

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