Traceability

A 5 minute guide

Traceability is widely acknowledged as essential in the meat processing industry. Unfortunately, it is often viewed as a 'necessary evil', as opposed to something that can offer a significant return on investment. This is because it is driven by legislative demands and customer requests. However, what seems like a burden actually offers significant benefits if it is exploited using factory floor data capture technology.

Customer service

Customers can be hard to come by and easy to lose, with retailers in particular having strict traceability requirements. The possibility of what they could request is endless and they can ask for information from any time, at any time.

Automated traceability ensures that information is stored securely in a centralised location. This allows you to improve customer service by significantly reducing the amount of time it takes to meet information requests. You'll be able to find data in seconds and produce reports with a click of the mouse. This demonstrates that you are a well managed and transparent business.

Competitive advantage

It is incredibly tough competing in such a price sensitive, heavily regulated sector. Competitors can be producing the same product in the same way, which means that customers and new prospects buy on price alone.

Having an automated traceability system can give you an advantage over your competitors. You are able to provide better service levels and internally you have a reliable infrastructure. Improving perceptions of your company by having automated traceability can contribute to winning more profitable new business.

Business safeguarding

Investing in a solution that delivers advanced levels of traceability helps to safeguard your business against any changes in legislation or customer demands. The system you choose should be flexible and future proof. It needs to be configurable so you can swiftly adapt to any changes in the data requested, or the timeframe it is required in.

Being able to demonstrate complete forward and backward traceability is also vital for protecting your business during times of uncertainty, such as the E. coli, horse meat and campylobacter scares we have experienced over the past few years.

Demonstrating you are doing everything possible to ensure traceability, and a swift recall should the worst happen, presents you in the best possible light to customers, prospects and industry regulators.

Time and cost savings

Automated data capture not only reduces paperwork and the associated storage costs, but as outlined above, it also significantly cuts information retrieval times. This allows staff to increase their effectiveness by focusing on more productive tasks.

Food for thought

Traceability through automation is not only important for safeguarding your business, but it is key to winning new customers and keeping your existing ones happy. In light of the time and cost savings it also offers, can you afford not to invest in traceability technology on your factory floor?