

3 KEYS TO SURVIVING A RECALL FOR FOOD MANUFACTURERS

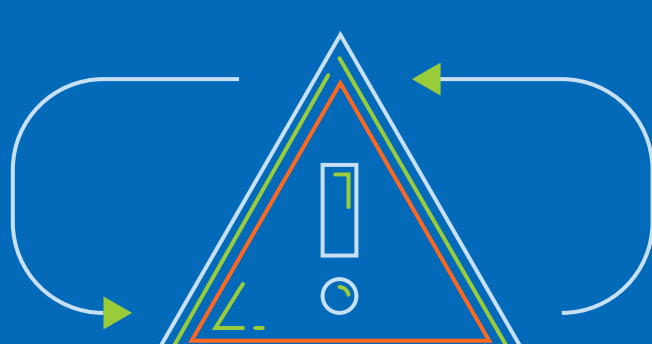
As a food manufacturer, you have a responsibility to consumers, and recalls can have a huge impact on an organization if handled incorrectly. Supplier visibility, quality standards and traceability are essential to protect your brand image and ensure consumer wellbeing.

THE COSTS



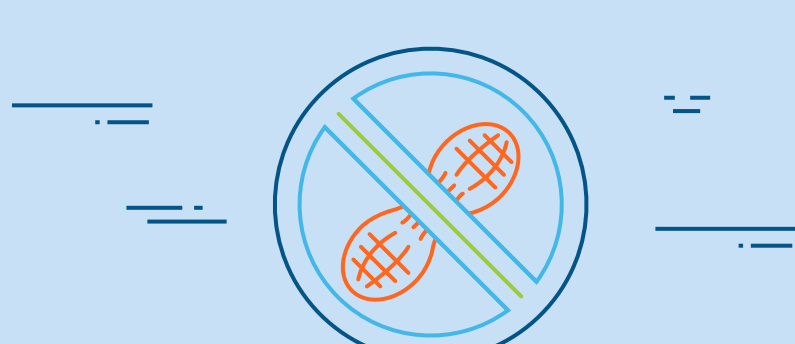
of not knowing what your current lot traceability processes aren't telling you has never been bigger.

\$10 MILLION



average direct costs of a food product recall in the US - The Food Marketing Institute and the Grocery Manufacturers Association (GMA)

626



number of recalls in the US during 2015, more than a third of which could have been avoided because they were allergen-related issues (milk, peanuts, eggs, wheat)

3 MAJOR CHALLENGES FOR FOOD MANUFACTURERS

1 MAINTAINING CUSTOMER EXPERIENCE

2 MEETING REGULATORY REQUIREMENTS

3 AUTOMATING FOOD LOT TRACEABILITY

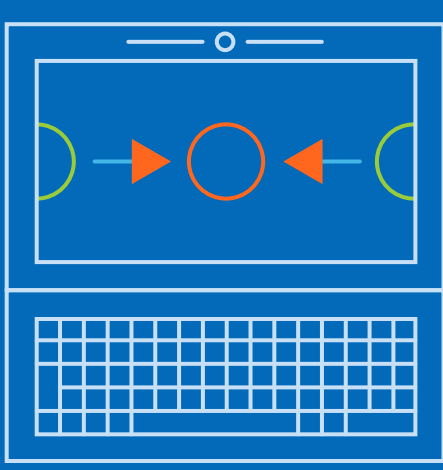


MAINTAINING CUSTOMER EXPERIENCE

Technology is central to the lives of buyers, and you need processes in place to address customer concerns regardless of the channel they use to communicate them.

SUCCESSFUL SALES AND MARKETING IN MANUFACTURING REQUIRES REAL-TIME VISIBILITY TO DATA TO:

LISTEN TO CONSUMERS	ENSURE CUSTOMER LOYALTY	MAINTAIN SUCCESSFUL PIPELINES



LEAN MANUFACTURING PRINCIPLES CAN ALSO BE APPLIED IN SALES AND MARKETING

Rather than using countless spreadsheets on multiple desktops with no consolidation, a sales portal can create a seamless communication protocol, bridging the gap to back-end systems and providing accurate real-time visibility in a secure manner.

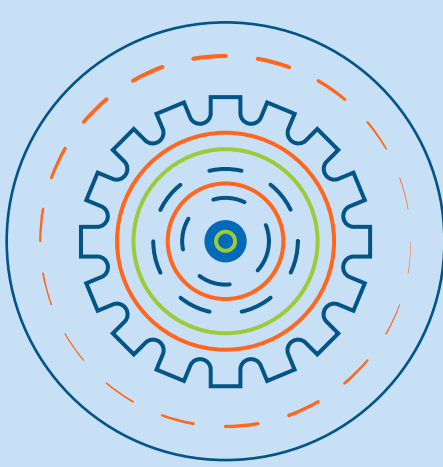


MEETING REGULATORY REQUIREMENTS

Managing regulations manually would be difficult at best. Technology combined with process automation offers built in checks and balances against human error.

WHAT YOU NEED TO LOCATE, TRACK AND ELECTRONICALLY STORE:

SUPPLIERS	PRODUCTION FACILITIES	SERVICE PROVIDERS
Food safety certifications, GMP audit documents, Certificates of Analysis	Hygiene and sanitation instructions for key personnel, record microbial test data, backward and forward lot traceability	Record of sanitary conditions of transport mode, inspection documents provided by carrier



"IT'S GOOD TO KNOW, MORE IMPORTANT TO DOCUMENT."

It makes sense to keep this documentation in a secure, centralized and accessible location. In the event of a recall, you have all the documentation you need to react quickly and effectively.



AUTOMATING FOOD LOT TRACEABILITY

Automation can reduce data entry errors, trace complex supply chains and enable real-time updates, helping to cut the risk of future recalls.

AUTOMATED TASKS COULD INCLUDE:

ON-BOARDING SUPPLIERS	MANAGING APPROVED SUPPLIERS BY PURCHASED ITEM	TRACKING FOOD SAFETY CERTIFICATIONS
Define audit and quality-related onboarding steps and assign them to specific people within your company	Restrict the purchase of certain items to approved vendors to avoid procurement outside of quality audit and onboarding processes.	Include certifications in vendor profiles and monitor time-sensitive certificates due for renewal.

ELECTRONICALLY STORING CERTIFICATES OF ANALYSIS	PERIODICALLY VALIDATING SUPPLIER QUALITY TESTING
Attach a supplier's Certificate of Analysis document to corresponding purchase orders in case of a vendor audit or internal audit.	Record minimum samples and test results and link directly to a vendor purchase order and receipt.

HOW FULLSCOPE IS HELPING FOOD & BEVERAGE MANUFACTURERS

Fullscope, an Alithya company, is one of the largest resellers of Microsoft Dynamics 365. We deliver innovative Microsoft ERP, CRM, BI, web and portal solutions and services on premise or in the cloud to food and beverage manufacturers in North America and Europe.

LEARN MORE ABOUT SURVIVING A RECALL