

# Digital Traceability from **Farm to Fork**

## MITIGATING MEAT COUNTERFEITING AND PROVIDING PRODUCT HISTORY TO THE CONSUMER

### USE CASE

#### CUSTOMER

The customer is a premium meat manufacturer, producing delicatessen for European and Asian markets. They want to implement a traceability solution to solve multiple supply chain visibility issues from farms to manufacturing sites to consumers.

#### ISSUES TO SOLVE

- Counterfeiters are copying the customer's packaging to sell lower-quality products.
- The customer wants to protect their brand reputation and make sure consumers know their products are authentic and safe.
- The customer wants to be transparent by showing animal life conditions.
- The customer needs to comply with protected designation of origin (PDO) requirements.
- Traceability is required to authenticate multiple animal parts from farm to manufacturing.

#### OBJECTIVES

- Implement a simple authentication tool to mitigate fraud and protect the brand
- Use that tool to connect with the consumer and share relevant information about the product for marketing purposes
- Get better channel visibility and obtain actionable reports and alerts on supply chain anomalies

#### SOLUTION

Implement a farm-to-fork traceability solution capable of capturing, aggregating and gathering supply chain information in a private cloud database. A Data Matrix QR code is added to the final packaging for authentication by the final consumer.



## HOW FARM-TO-FORK TRACEABILITY WORKS

When an animal is sold to the slaughterhouse, the transaction is recorded, and a lot number is created, linking the animal's unique identification number to the farmer.

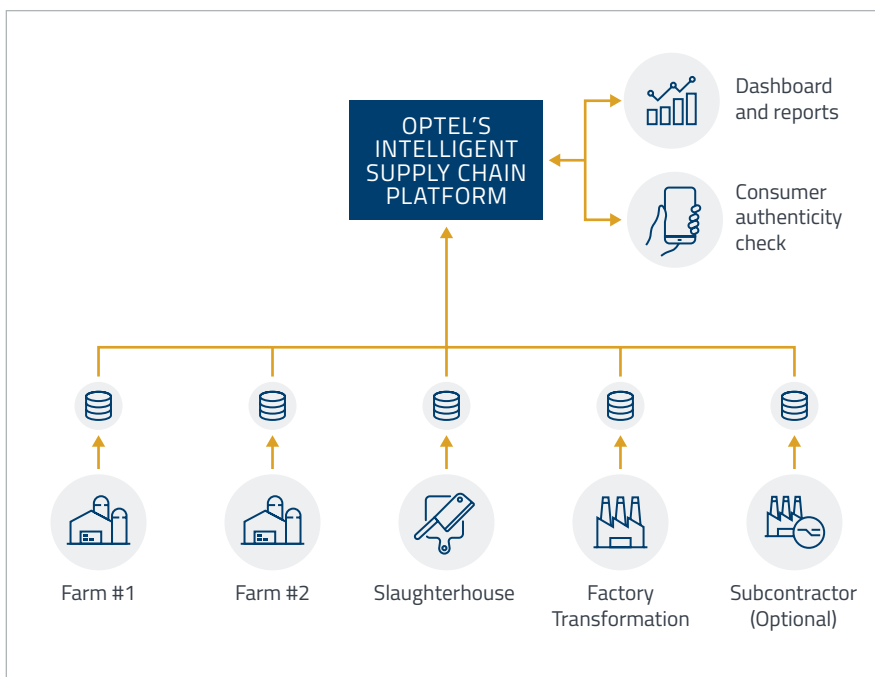
As the animal is processed, each part is uniquely tagged and linked to the original unique identification number.

Parts from all lots are aggregated to each other, with the slaughterhouse ID and individual unique identification of parts, before being sold.

At the packaging stage, the unique identification information is associated with a Data Matrix QR code, which is added to the packaging label.

The end consumer can scan the QR code with a mobile device to obtain product history and authentication.

This data is sent back to the cloud database and provides visibility, reports and market analytics to the manufacturer.



## KEY FEATURES

- Secured cloud database, using major cloud provider
- Only authorized users can send data to the platform
- Configurable alerts and reports
- Fast response when the database is queried to provide answers/reports
- Each user can only see reports related to their contributed data
- Only data related to traceability is shared in the platform
- Solution is built around the reality of the users and stakeholders
- Easily scalable to add more supply chain stakeholders
- Data storage capacity can be adjusted easily
- Many data-entry methods
- All transaction events are recorded and added to traceability reports
- Interoperability with other systems
- Other layers of authentication with artificial intelligence can be added if needed
- Several options for personalized customer support and onboarding services





## MAIN BENEFITS FOR MANUFACTURERS

- Detection of counterfeit products and geolocation
- Brand protection and consumer trust
- Real-time data for instant authentication and visibility
- Strong market analytics and consumer insights
- Minimum disruption of manufacturing lines during solution installation
- Customizable to your needs
- Mobile-friendly (mobile-readable)
- Meets regulatory requirements and GS1 standards



## ABOUT OPTEL'S INTELLIGENT SUPPLY CHAIN

OPTEL's Intelligent Supply Chain (ISC) is a powerful end-to-end traceability platform. The ISC can digitize supply chain operations from raw materials to end user, enabling real-time visibility throughout the product life cycle by capturing and empowering data at every step of the value chain. Multiple modules make up the ISC platform, helping businesses solve issues related to supply chain and operational efficiency, product safety, integrity and authentication, sustainability, brand protection, regulatory compliance and user engagement.

## CONTACT US

To learn more about OPTEL's traceability solutions, contact us at [optelgroup.com/contact/](https://optelgroup.com/contact/).



## HAVE QUESTIONS?

Chat with us: [optelgroup.com](https://optelgroup.com)

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