Focus: Fruit and vegetables

- 100% increase in cold chain visibility on every route
- Availability of objective data to demonstrate compliance with regulations
- Greater control of internal processes and optimization of information flows

Business Needs

Apofruit needed to comply with Food Safety regulations of large retailers for shipments of strawberries and other fresh products from southern Italian markets in Scanzano Jonico (MT) to markets in central and northern Italy, overcoming the complexity and extension of the supply chain.
Apofruit also needed to provide access to operations control functions to its managers in the Scanzano Jonico plant and to the executives of the management systems plant, in order to monitor the supply chain and logistics operators and optimize their management.

Solution

With access to the complete Platform, Apofruit was able to monitor temperature and geolocalization in real time. The integrity alerts collected in a single dashboard and the full visibility of critical points in the supply chain allowed to demonstrate compliance with regulations, ensuring Food Safety, adequate shelf life and full cold chain transparency. With the multi-access function, Apofruit was able to obtain differentiated access for employees and collaborators: in this way it was possible to follow the monitoring system and communicate information to the head of the central office, ensuring more efficient communication between colleagues and within the organization.

The client

For over 50 years on the international scene, Apofruit Italia is a cooperative company that operates with its own processing plants and producer members throughout the whole Italy, combining constant growth with the mission of developing the highest possible specialization in the main fruit and vegetable products of the Country.

Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.