

THE VALUE OF PROLINC[®] SOFTWARE

**For Operations Professionals
in Food & Beverage**



Ashton Potter
EVERY PRODUCT, SECURED.



INTRODUCTION

It's no secret that food and beverage is a fast-paced, high-demand industry. In the U.S. alone, there are 9.5 million links between the counties that produce food and where the food is then distributed for sale.¹

Adding to this complexity, government agencies are introducing new regulation surrounding food safety and traceability. In 2011, the U.S. passed the Food Safety Modernization Act (FSMA), the most sweeping reform of national food safety law in over 70 years. Today, the FDA is looking to expand the FSMA through its blueprint for a New Era of Smarter Food Safety. **The blueprint details goals for enhanced traceability, more rapid responses to outbreaks, the reduction of food contamination, and more.**

For many food and beverage companies, requirements for more advanced traceability are beyond the capacity of their existing systems, where data is either siloed in different platforms or tracked via pen and paper. **They require a solution purpose-built for granular traceability and reporting.**

Choosing Your Ideal Traceability Solution

Selecting a powerful traceability platform for insight across the food supply chain is among the most important actions Operations professionals can take. **In the following pages, we'll dive into key criteria that demonstrate how Ashton Potter's ProLinc® software is uniquely capable of serving the needs of Operations in managing the food supply chain from field to factory to fork.**

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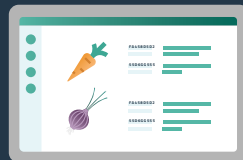
WHERE PROLINC® FITS IN THE EQUATION

ProLinc® provides customizable dashboards and reporting to offer departments visibility into specific KPIs.



Operations

Quality



Supply Chain
Management

DID YOU KNOW

Ashton Potter offers end-to-end integration services to help you put processes in place for greater transparency and insight.

Centralized Data For Granular Traceability

Data is the lifeblood of operations. Yet, many food and beverage companies manually track production information, with **50% of surveyed food processors stating their traceability is not completely digital yet.**²

For those facilities that have begun to adopt digital tracking, many utilize track and trace modules baked into their ERP. However, **these modules are constructed with the needs of a broad range of industries and applications in mind, and as such, fail to provide the granular traceability** required in food and beverage due to regulations such as the FSMA.

Ashton Potter understands the scale and complexity of real-time, granular traceability. **ProLinc®, our forensic traceability solution, provides a holistic view into the entire lifecycle of a food item, filling in the gaps that manual tracking and ERP modules leave behind.** Plus, with our White Glove Integration services, you can seamlessly integrate ProLinc® into existing factory systems to realize immense efficiency and profitability gains.

Measurable KPIs **Across Systems and Processes**

Food & beverage companies operate a large footprint—from the farms that grow food through to the store shelves where they are sold. **Operations is responsible for overseeing food production throughout this process, ensuring ingredients meet the safety and quality standards that consumers expect and regulatory agencies require.**

To ensure targets are being achieved and compliance is maintained, Operations must have a platform—like ProLinc®—in place to be able to quickly access and generate reports on a range of key performance indicators (KPIs). **Yet only 3% of respondents report very effective links between Operations KPIs and business metrics.**³

With ProLinc®, food companies can tap into unprecedented insight into food genealogy, all from a singular dashboard. This empowers Operations to gain instant visibility into KPIs, gather ingredient and food item level data, and achieve a rapid ROI.

WHERE PROLINC® FITS IN THE EQUATION

ProLinc® empowers Operations to easily generate reports on KPIs, including:



Operating Margin



Ingredient Usage



Compliance Reporting



Food Safety



Throughput



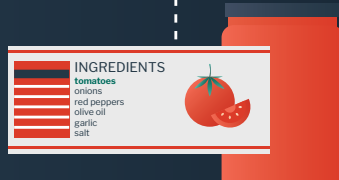
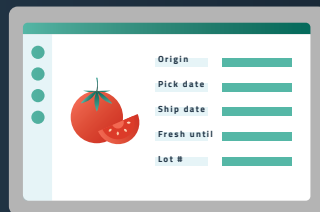
And More...

DID YOU KNOW

One study found that **80% of businesses** that experience high levels of financial improvements **were also focused on improving Operations KPIs.**³

WHERE PROLINC® FITS IN THE EQUATION

At a single scan of the label, ProLinc® provides global, granular insight into every ingredient, food item, and batch for proactive recall prevention.



DID YOU KNOW

Traceability can reduce the scope of a food recall by 50%—and in some cases, even reach up to 95%.⁵

Proactive Recall Prevention & Resolution

Food recalls have lasting and damaging effects both for consumer wellbeing and market perception of a food brand. Yet, increasingly rigorous food safety and compliance standards has led to a steady rise in the frequency of recalls, with only 75 USDA recalls in 2013 as compared to 124 USDA recalls in 2019.⁴ **Moving forward, stringent guidelines under the FSMA will likely lead to a greater increase in recalls in the coming years.**

With an effective traceability solution like ProLinc® in place, Operations can help proactively prevent food recalls by universally updating ingredient lists if recipes change and tracking each ingredient, food item, and batch at every stage throughout production. This allows contamination to be identified within the factory walls, resolving potential recall scenarios before a food item leaves the factory—enhancing food quality and achieving a greater ROI.

In the unlikely event that a recall takes place, **ProLinc® allows Operations to trace back the genealogy of the product to determine which batches and lot numbers were impacted. Operations can then trace each of these food items to their final destination** so they can be removed from shelves.

A Proven Partner to Trace Food Items

Selecting the right food traceability solution is just one part of unleashing a wealth of supply chain-wide insight. **In addition, it's essential to select a partner that's committed to helping you achieve the full potential of your investments and automating traceability to maximize your ROI.**

Ashton Potter is the reliable partner you need to reach your goals for supply chain transparency and traceability. We recognize that each food company has its own unique processes, and so we are with you every step of the way to ensure a seamless implementation tailored to your unique environment. Once implemented by our White Glove Integration team, **ProLinc® reduces the need for manual processes and scales to the billions of products**, offering granular insight into food genealogy at the local, national, and even global level.

The value of our partnership doesn't end after go live. In addition to providing ongoing support, **we are committed to continuing to evolve ProLinc® to meet new standards for quality, compliance, safety, and authentication.** We will work with you to align on your changing needs and realities, taking user experience in the field and the evolving regulatory landscape into account when continuing to develop and improve our solutions.

WHERE PROLINC® FITS IN THE EQUATION

With ProLinc®, you gain access to:



Ashton Potter White Glove Integration team

Training & ongoing support

Customizable dashboards

Real-time report generation

Proactive recall prevention tools

Automated data collection to maximize ROI

Regulatory compliance assurance

DID YOU KNOW

Billions of products are serialized and traced by ProLinc®.



Taking Operations to the Next Level with ProLinc®.

As a member of Operations at a food & beverage company, you know that new regulations, such as the FDA's New Era of Smarter Food Safety, and a growing interest by consumers in the origin of food they eat will necessitate a greater capacity for traceability and compliance than ever before. ProLinc® provides the granular insight you need to trace food genealogy at scale, and the digital, centralized data collection and reporting platform you need to eliminate inefficiencies and data silos throughout food production.

Are you ready to make traceability an automated aspect of your supply chain? We'd love the chance to learn more about your specific operational requirements, standards, and goals, and to show you what ProLinc® can do with a live demo. Contact your representative today.

GET TO KNOW YOUR ASHTON POTTER REPRESENTATIVE



Garth Zambory,
Director of Sales

“My goal is to help food and beverage companies rise to the challenge of an evolving food landscape by providing them the tools they need to automate food traceability, generate reports at a single click, and access data down to the individual ingredient.”



- 1 <https://www.fastcompany.com/90422553/the-first-map-of-americas-food-supply-chain-is-mind-boggling>
- 2 <https://foodindustryexecutive.com/2021/01/strengthening-the-food-supply-chain-through-transparency-and-traceability-qa-with-infors-marcel-koks/>
- 3 <https://www.reliableplant.com/Read/2943/metrics-are-major-determinant-of-manufacturers%E2%80%99-success->
- 4 <https://www.statista.com/statistics/947646/number-of-usda-food-recalls-us/>
- 5 https://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Exporting_Better/Quality_Management/Redesign/EQM%20Bulletin%2091-2015_Traceability_FINAL%2014Oct15_web.pdf



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