

SATISFY

today's growing appetite for food transparency

Answering the five key questions of modern food manufacturers

Transparency in food processing and packaging is becoming a vitally important issue of health and quality for consumers and regulators alike. Yet many food companies lack a clear understanding of what transparency means, why they need to pursue it, what's involved, and what it takes to improve it.

The following Q&A series was formulated to help guide your efforts toward enterprise-grade transparency while continuing to benefit your supply chain, operations, and marketing. Here's your opportunity to learn how faster, simpler, and more flexible business management software can help ensure both compliance and sustained growth.

1

Who's driving the demand for more transparency in the food industry?

The movement toward greater transparency in food manufacturing is being driven in equal measure by regulators and consumers. Understanding their influence is essential if you're going to meet the continually evolving expectations of the new and more transparency-based manufacturing paradigm.

Regulators are requiring increased transparency from food companies. Which means you should expect expanded tracking programmes and an obligation to provide more information about suppliers and sourcing.

Consumers have a broader concern about transparency motivated by health and safety concerns and a generally greater desire to buy sustainable food products. They expect more information from both consumer-facing brands and ingredient manufacturing suppliers, regarding where their food comes from—not to mention how it was grown and processed. If you're up front about transparency, you have an opportunity to create trusting, loyal relationships with your customers.

2

How can we improve transparency across the supply chain?

Regulators and consumers expect to be provided with the authentic source of ingredients and how those components have been processed. This is where manufacturers have to look to the supply chain for answers.

Although current regulations in many countries require one-step tracking in either direction, this regulatory model is expected to expand to at least two-step tracking for broader supply-chain visibility. Regardless of the specifics, higher demand from consumers will ultimately lead to greater transparency in the future.

According to *Food Safety* magazine, "Any supply relationship is fraught with risk." That's why it's best to know and trust the supplier you're buying from. This can mean spending more time nurturing relationships, and utilising a business management solution that provides documentation for tracking suppliers, lots, and processes.

"For Novarroz, choosing Sage X3 meant a significant improvement in the automation of its business processes with customers, partners, and suppliers. This flexible and user-friendly tool provided complete integration of information, improved efficiency, and total control over costs."

—João Andrade, export sales manager, **Novarroz**

“We routinely practice mock recalls, and what used to take us hours takes less than five minutes with Sage X3. Having such a comprehensive safety system in place helps us earn and keep the trust and confidence of our customers.”

–David Adams, president,
Savoury Systems

3

How can we improve transparency across operations?

Beyond simplifying supply chain management, it's essential to have transparency within your business operations. While you may have high-level knowledge of your manufacturing processes, it's essential that you can access detailed information and reporting to satisfy the concerns of regulators, consumers, and food-safety personnel.

It's critical that food manufacturers pay greater attention to tracking lots, recording manufacturing processes, and sharing insights within their organisation. Of course, a complete business management solution simplifies traceability, recall management, allergen reporting, and more. With the complete forward/backward traceability built into Sage X3, you'll have the tools you need to respond quickly to any situation.

4

What role can transparency play in marketing?

While transparency can sound like just another operational burden, it actually presents a unique marketing opportunity.

With consumers seeking more information, companies that respond will gain trust and, ultimately, brand loyalty.

Transparency can also protect your business from brand-damaging issues of spoilage or cross-contamination.

5

How can our company improve transparency today?

Improving manufacturing transparency is an ongoing process, and a major part of that process is ensuring regulatory and industry compliance. When considering a business management solution, make sure it's built to help your organisation quickly adapt to new regulations and maintain compliance requirements.

Sage X3 offers:

- Capacity planning and master production schedule
- Mixed-mode manufacturing process planning
- Formula/recipe potency management
- Extensive quality control and traceability of lots, sublots, ingredients, and allergens
- And more . . .

Diligent, detailed record-keeping will also continue to be a priority as transparency drives the evolution of modern manufacturing. Therefore, it's critical that food manufacturers pay ever-closer attention to tracking lots and manufacturing processes, tracking and sharing as much information as possible across departments and geographies. Again, the right business management solution will help your teams effectively manage these essential details with ease.

“(With Sage X3), we can track our products' movement to and from the laboratories, record the test results, and ultimately release the product for shipping. Our customers appreciate, and many demand, this level of quality control, and we are able to ensure it.”

–Marc Lefebvre, vice president and CIO,
Ganong Bros. Limited

What exactly is transparency, and why should we care?

On the most basic level, transparency is the concept of openly sharing information about the production of food products. Nutritional labels and truth-in-advertising statutes are two examples that quickly come to mind. However, as transparency concerns continue to grow among regulators and consumers, manufacturers will need to more efficiently manage ingredient provenance and processing methods.

Learn more at: sagex3.com
For more information, request a **product tour** or
call us at **0800 952 0082**.