



Fresh Produce - Growers

Increased visibility improves produce quality and revenue for growers and brand owners

Solution Benefits:

- Monitor the temperature condition of fresh produce in-transit
- Reduce shrink due to spoilage and improper storage
- Enable FEFO (First Expired, First Out) inventory management to optimize shelf life
- Works with your existing systems and processes
- Enables product differentiation and value based pricing and selling
- On-demand information for real-time decision making
- Positive impact to the bottom line and brand value

The Intelleflex Solution for Fresh Produce provides growers, producers, co-ops and brand owners with cost effective on-demand visibility for identifying, categorizing, tracking and monitoring the temperature condition of their fresh produce inventory from harvest to the retailer. Our XC3 Technology™ provides the ability to categorize your produce by specific product qualities (including remaining shelf life), locate the product in the warehouse, and monitor the produce temperature condition using wireless automated data collection—without the need of unpacking the pallet or unloading the trailer and requiring little to no labor. This improved visibility allows for product differentiation and value-based pricing, leading to improved product consistency, quality, sales and brand value.

The Need for On-Demand Visibility

For fresh produce, tracking inventory and managing temperature handling from the field to the grocer is critical. Tracking produce in the warehouse provides for product differentiation and monitoring temperature is essential for shelf life optimization. Food packing containers can be mishandled, left on loading docks, stuck on trucks, misrouted and subjected to temperatures that negatively impact quality, shelf life and creates health risks. Legacy tracking and temperature monitoring technologies limit in-transit visibility. In-transit temperature data visibility—at the pallet level—lets you optimize the management of the remaining shelf life of your fresh produce and implement FEFO (First Expiry, First Out) inventory management. This maximizes the value of harvested produce by allowing you to manage shipping knowing the remaining shelf life, providing predictable product quality for consumers and increased revenue for you.

The Challenge

It's estimated that \$35 billion of perishable foods and produce go to waste each year. Half of this shrink is temperature-related and experienced in-transit between the producer and the grocer where even a 4° F variance in storage temperature can reduce shelf life by 30%. It's also important to track product in the event of a recall. The lack of on-demand visibility of a product's location and condition leads to lost revenue and prevents growers and processors from implementing FEFO inventory management.

To optimize shelf life, the storage temperature of the fresh produce needs to be consistently and accurately monitored in-transit at the carton or pallet level. Monitoring the ambient temperature inside a trailer or warehouse is inadequate as temperatures can fluctuate significantly depending on the storage location: one pallet could be kept at the proper temperature while an adjacent pallet could be several degrees warmer or colder. And, even if the produce arrives at its destination at the proper temperature, legacy environmental monitoring systems provide no way of knowing if it has been consistently stored properly or experienced variations that impact quality, risking your reputation and revenues.

Product-level temperature monitoring must provide on-demand access of the temperature history to enable real-time management of remaining shelf life. Legacy temperature monitoring solutions require unpacking and tag retrieval to recover the temperature history which is impractical as it causes additional handling delays and modifications to existing processes.

The Solution

Intelleflex delivers the ability to track and monitor produce temperature throughout the cold chain. We combine the power of our Extended Capability RFID™ with your existing software applications to provide an integrated solution for on-demand visibility that improves real-time decision making and helps ensure product quality and brand value.

With Intelleflex, you simply place cost-effective and re-usable temperature monitoring and location tracking tags inside each carton or pallet. Intelleflex tags feature on-board memory, for storing and easily accessing a complete temperature history of the fresh produce from the field to the store. This provides the assurance that the product has been stored properly throughout shipment.

The tags can be easily read in-transit—without unpacking the carton or pallet—enabling real-time decision making. You can implement a FEFO inventory system using shelf life prediction based on the retrieved temperature history. This allows quick rerouting of products based on remaining shelf life ensuring better product quality, higher revenues and improved brand value.

In addition to temperature monitoring, Intelleflex tags uniquely identify produce for traceability throughout the supply chain while also providing growers and wholesalers the ability to more easily identify and manage product grading and managing recalls.

Intelleflex solutions are designed for the most demanding environments. Tags can be automatically and reliably read while inside packaging and are built to withstand extreme temperatures, moisture and dust conditions and have FDA compliant enclosures. Our solutions are designed to integrate with your existing applications and networks, or be used standalone without the need for complex back end systems.

XC3 Technology

Intelleflex solutions are enabled by Intelleflex XC3 Technology, allowing us to deliver the capability of active RFID-based solutions at a fraction of the cost.

- Based on ISO/IEC 18000-6:2010 and EPCglobal C1G2 standards for battery assisted passive RFID
- Deliver read ranges in excess of 300 feet/100 meters
- Read tags and monitor conditions such as temperature inside containers and pallets
- Operate seamlessly in RF unfriendly environments involving containers and liquids
- Tags include on-board memory for tracking and storing information about the asset or product with multiple levels of security
- Intelleflex offers handheld and fixed readers, multiple form factor tags and antennas, as well as starter kits for piloting projects

Intelleflex Products Related to this Solution

- HMR-9090 handheld, and FMR-6000 Fixed Readers and Antennas
- TMT-8500 Temperature Sensor Tags

For More Information

To learn more please visit our website or contact us directly. We look forward to hearing from you.

www.intelleflex.com

+1 877 694 3539 Toll Free

+1 408 200 6500 International/Direct

info@intelleflex.com