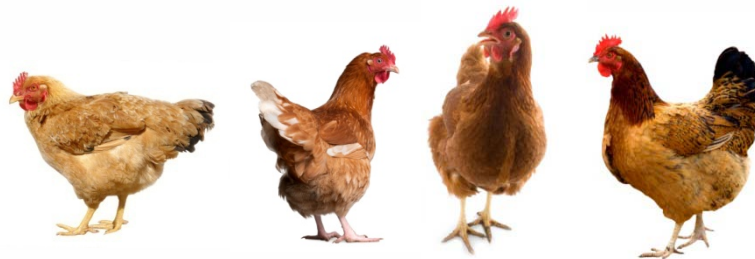


**FSAI Conference 2009**

# **Poultry Traceability**

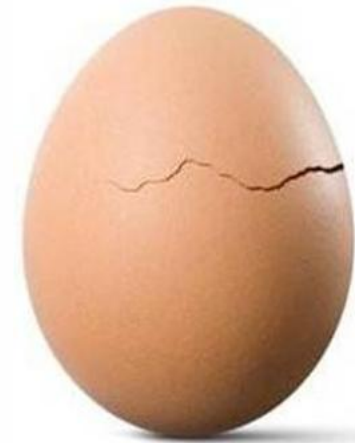
**By Justin Carton**



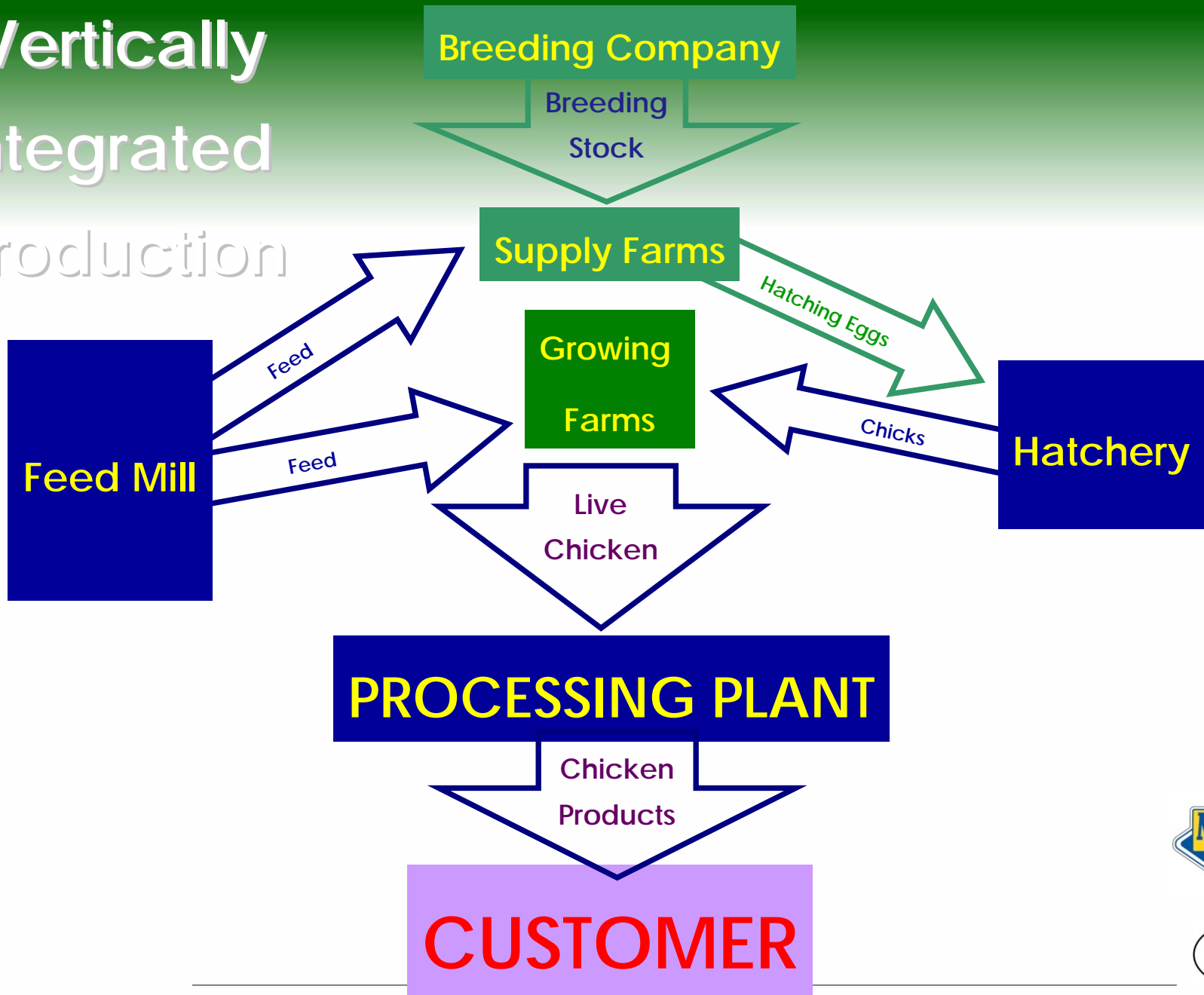
# Carton Brothers The Company



- Started 1775
- Family Company, 8 generations
- Introduced broiler chicken to Ireland
- Turnover €165m (2008)
- 650 employees



# Vertically Integrated Production



# Effective Traceability



Finian Harte



Carton Brothers  
Tracing System



# The Manor Farm Numbers

- 640,000 – average number of birds processed per week –

Equivalent to the weight of 70

Dublin Bus double deckers!



- 265,000 square feet – the size of the ultra modern new factory.

- 650 – number of Manor Farm employees

- 150 contracted farmers.

- 4.6kms – size of new on-line chill –

Equivalent to 10 laps of an average sized Gaelic football field



- 11,000 – birds processed per hour.

- 3.15 Hours - time from factory entry to dispatch of chicken.



# FSAI Conference 2009

- **Basic Legal Traceability Requirements**
- **Why we embarked on more than this.**
- **How we did it.**
- **How we ensure the system works.**
- **Some unexpected benefits.**



# Basic Legal Traceability Requirements

- **Regulation (EC) No 178/2002 (General Food Law)**
- **Identify from whom Raw Materials purchased and to whom product is supplied**



# Why More Traceability in Cartons



# The Chicken with the Guarantee

- **Branding to identify our products**
- **Offering mechanism for Customers to make complaints**



# What product is what ?

- **Getting everyone to talk the same language**
- **Making the system work better**



# Why did the chicken not cross the road?

- **Because he didn't get the chance to.**
- **Overcoming a supply problem**
- **Ensuring quality of birds.**
- **Now we could trace back to what the chicken ate.**



# Selling insurance

- **Where did that Bird come from ?**
- **If there is a problem we know all about it**



# How *DID* we do it ?



# Coding

➤ Does everyone know the product ?

List: Products

Find code  2285

Code	Description	PROC.	Class	Group	Type	Pres	WS	Ord	App	On	
62	MF BULK WINGS x 80	VAP	11	03	CKFSH	FR	+	+	+	+	
63	MF DBL Filletx 20	VAP	06	02	CKFSH	FR	+	+	+	+	
65	MF BUL D/ST x 80	VAP	10	03	CKFSH	FR	+	+	+	+	
66	Z BULK WING x 10kg	VAP	11	03	CKZCOM	FZ	+	+	+	+	
67	MF 2 Brst Fillets x20	VAP	06	02	CKFSH	FR	+	+	+	+	
69	MF 3 LEGS x 8	VAP	08	03	CKFSH	FR	+	+	+	+	
70	MF Z FIL TRIM 2x7kg	VAP	06	02	CKZCOM	FZ	+	+	+	+	
72	MF FIL TRIM 2x7kg	VAP	06	02	CKFSH	FR	+	+	+	+	
73	MF BUL THIGHS x 40	VAP	09	03	CKFSH	FR	+	+	+	+	
76	MF MiniFillet 2Kg x4	VAP	14	11	CKFSH	FR	+	+	+	+	
78	Bulk S Inn Fill x15k	VAP	06	02	CKZCOM	FZ	+	+	+	+	
79	Bulk L Inn Fill x15k	VAP	06	02	CKFSH	FR	+	+	+	+	
84	MFCaterBreastx32	VAP	07	02	CKFSH	FR	+	+	+	+	
85	MF CATER BRST x 32	VAP	07	02	CKFSH	FR	+	+	+	+	
86	MF 10 Drumstick x8	VAP	10	03	CKFSH	FR	+	+	+	+	
88	Svale Sml InnFillx15kg	VAP	06	02	CKFSH	FR	+	+	+	+	
89	Svale Lge InnFillx15kg	VAP	06	02	CKFSH	FR	+	+	+	+	
103	MF Lge Bk Thighs x40	VAP	09	03	CKFSH	FR	+	+	+	+	
113	591884 KN WhCk x6Var	VAP	04	01	CKFSH	FR	+	+	+	+	
118	MF TP 1800 x 5	VAP	04	01	CKFSH	FR	+	+	+	+	
122	MF TP 2000 x 5	VAP	04	01	CKFSH	FR	+	+	+	+	
123	MF Fr 1300g x 6	VAP	04	01	CKFSH	FR	+	+	+	+	
125	100666 SQ F 1300x6	VAP	04	01	CKFSH	FR	+	+	+	+	
126	90016905 SQ LgFrR ck	VAP	04	01	CKFSH	FR	+	+	+	+	
127	MF FrRge1700gCk x5	VAP	04	01	CKFSH	FR	+	+	+	+	
132	MF 800 x8	VAP	04	01	CKFSH	FR	+	+	+	+	
133	MF 1100 x 7	VAP	04	01	CKFSH	FR	+	+	+	+	
134	MF 1200 x6	VAP	04	01	CKFSH	FR	+	+	+	+	
135	MF 1400 x 6	VAP	04	01	CKFSH	FR	+	+	+	+	
136	MF 1600 x 6	VAP	04	01	CKFSH	FR	+	+	+	+	

Process  
Class  
Group  
Type  
Weight Band  
Preservation  
On  
All

Report by Class  
Report by Group  
Report by Type

Edit  
Add  
Close

choose a product to edit

NUM

t | Working | Carton Gro... | 2 Windo... | List: Prod... | EN | 13:03



# Tracking things

- **Engineering changes for PC's using codes**
- **Script changes for movies using colour**



# Our IT Policy

# WE LOVE BILL



***Microsoft***<sup>®</sup>



# A Fishy Tale

PioSysPro

Company: **Carton Group Ltd** User: **Justin Carton**

Control Centre	Account	Product	Orders	Planning	System
Weigh/Label	Stock	Logistics	Financial	Administration	Costing

**SPECIFICATION**

Supplier

Customer ▾

Product

**SERIAL STOCK**

Box ?

**PALLET**

Order Trace Store

**ORDER PROCESS**

Telesales

Production

Order Lines

Plan (Label)

Shipment

Invoice

**BATCH TRACE**

Goods Receive GR Lines

Process Batch

**CO-ORDINATOR**

Orders v Stock

Pioneer Management Systems Ltd. PioSysPro ©

Exit



# The system is NOT God

- If an operator says a box is here then it is.
- If an operator says a box is not here then it is not

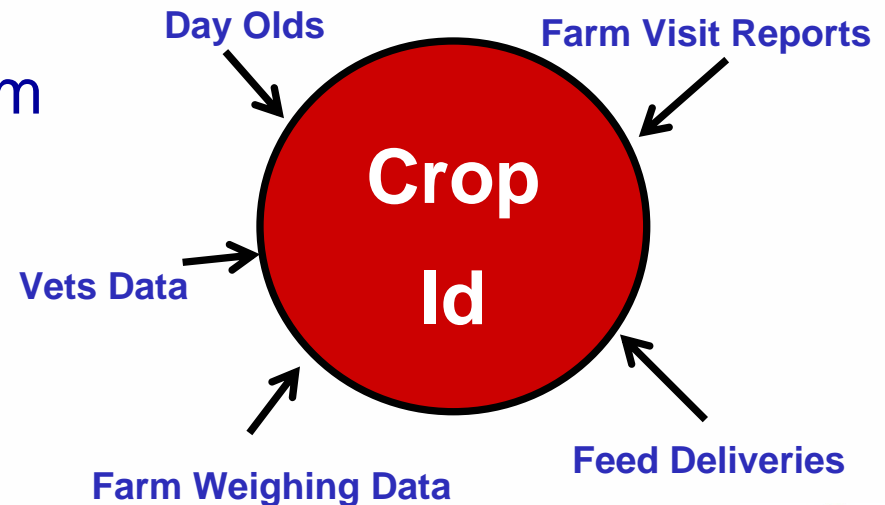
# Creating Closed loops and reusing data



# Raw Material Control

## ➤ From Farm to Pack:- its all in the system

- The Crop Id
- Day old placement
- Gathering data on Farm
- Farm Supervisors
- Feed Mill
- Vets



# Integration with process controls

- **On line ordering**
- **On line process control**
- **Pricing Control**
- **Process control Optimization**



# Stock control

## ➤ Multi-tiered Stock Control

- Product in Product out
- Materials in Product Out
- GRs to Boxes



# Repak

PioSys Pro

Close

Edit: Product

CODE 22      Description MF TP 2100 x 5.      Approved       ON       Close

Code	Description
21	MF TP 2100 X 5
22	MF TP 2100 x 5.
23	MF TP 2300 x 5
26	485
27	39081
28	Transfer 1400g BN
29	4 PACK FILLETS

Administration   Weigh   Label   Fields   Analysis   Special   Costing   Links   Quality

MATERIAL						6
Code	@	Description	Eff.	Qty	Cost	
TPS015	PM	APT9 BLUE	1	5	0.3074	▲
BWB001	PM	POULTRY RING WHITE (30cm)	1	5	0.0286	▬
KT CMT001	KT	Kit Standard Box	1	1	0.4568	▼

Edit

Add

# Repak

Edit: Material

- Code ▲
- TPS014
- TPS015**
- TPS016
- TPS017
- TPS018
- TPS019
- TPS020
- TPS021
- TST001
- TST002
- TST003
- WKS001
- WKS002
- WKS003
- WKS004
- WKS005
- WKS006
- WKS007
- WKS008
- ZZMB010
- ZZZ033
- zzzag
- zzzmb07
- zzzmb08
- zzzmb09
- zzzmb10
- zzzmb11
- zzzmb13
- zzzmb16 ▼

General | Hyperlinks | Input Packaging

ID 572

Code   Include

Category  Level 2

Class  Tray WB

Group  STANDARD

Type  Packaging

Supplier  Zeus Packaging

Store  Tray Store

Material Type  Paper/Plastic Composite

Package Type  Primary Packaging

Disposal  Consumed by Customer

+ Net Weight

	Description	UOM	Factor	Units	Unit Cost	Net Wt Kg.
Purchase	U2076	/1000		1	61.4700	9.5000
Stock	APT9 BLUE	CS	/ 2.000000	0.500000	30.7350	4.7500
Usage	APT9 BLUE	UN	/ 500.0000		0.0615	0.0095
Efficiency			/ 0.9500		0.0647	

**Items Using this material**

Code	*	Description	Qty	Eff.	Cost
1016	PM	MF 1600g T/Pack x5	5	0.95	0.3235
1018	PM	Doh TP 1800g x5.	5	0.95	0.3235
1019	PM	MF 1900g T/Pack x5	5	0.95	0.3235
1021	PM	MF TP 2100g x5	5	0.95	0.3235
1121	PM	MF 2100 x 5	5	0.95	0.3235
1123	PM	MF F 2200 x 5	5	0.95	0.3235
1124	PM	MF T/Pack2300	5	0.95	0.3235
118	PM	MF TP 1800 x 5	5	0.95	0.3235
122	PM	MF TP 2000 x 5	5	0.95	0.3235
1322	PM	MF TP 2100g x5.	5	0.95	0.3235
1355	PM	411792 TP 1400 x5	5	0.95	0.3235
137	PM	1700g Whole Bird x5	5	0.95	0.3235

GR Label Printing

One Per Line

Quantity

Summary Stock Take?

Traceability Stock Take?

Store Issues?

Days Lead Time

Days Pre-Production



# Repak

Edit Material

- Code ▲
- TPS014
- TPS015**
- TPS016
- TPS017
- TPS018
- TPS019
- TPS020

General | Hyperlinks | Input Packaging

Code	Type	Description	Factor	Weight
BAG	MR	PLASTIC BAG	0.132	0.132
StdChep	KT	Standard Chep Pallet	0.05	1.1125



# Costing Models



# Don't write it KEY IT

- **Data gathering Once please**
- **Straight into the database**
- **The Answer is in the System**



Don't write it KEY IT

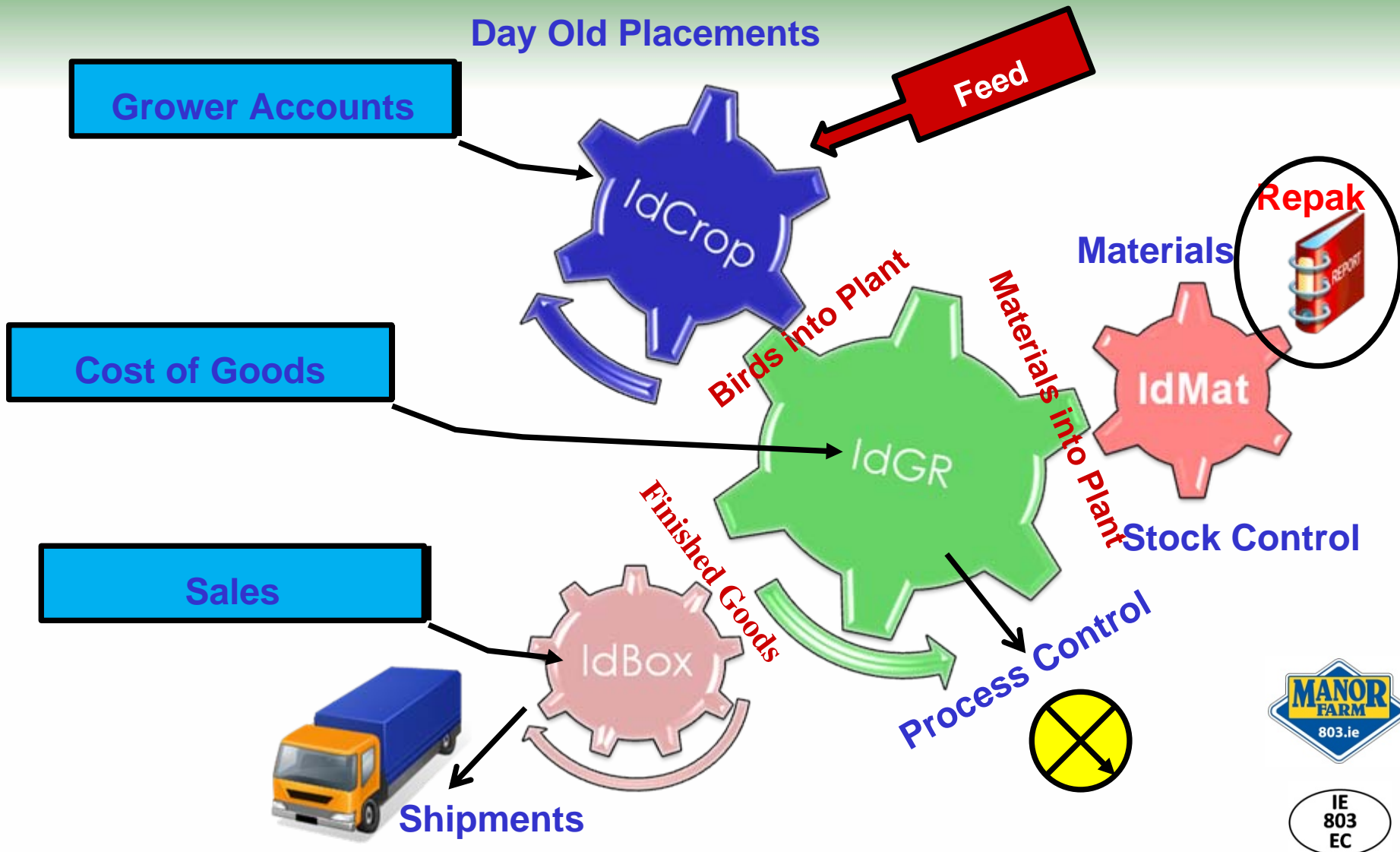


# How to verify System

- **Integrate with Stock Control**
  - Raw Materials
  - Materials
  - Ingredients
  - Finished Goods
- **Integrate with other reporting requirements:- Repak**



# Closed Loops



# Additional Benefits

- **Being able to answer random questions**
  - The case of the under valued product
  - Showing the Customer his results
  - Having a Platform for continuous development



**Thank you for listening and ....**



