RFID
JOURNAL
LIVE!
April 27-29 • Walt Disney World Swan and Dolphin • Orlando
RFID from farm to fork

Making the benefits of complexity in the value chain, greater than the downsides
Overview

• Nortura/Matiq
• Background
• RFID@wrk
• Next phase
Nortura

• Largest meat, egg and poultry producer in Norway
• Broad complex supply chain
  – Farm (owners)
  – Slaughtering
  – Cutting
  – Processing
  – Packaging
  – Distribution
Nortura/Matiq in Norway

Nortura
• About 2 billion Euro in annual turnover
• Launching annually 100 -150 new products to Norwegian consumers
• Annual output at over 200 000 tons of slaughter and 35 000 tons of eggs
• Industrial operations in 41 locations across Norway
• 7 000 employees
• Owned by approx. 28 000 farmers organised in a co-operative

Matiq
• €20 mill. turnover
  -> competence in food production
• 100 employees
• 100% owned by Nortura
BACKGROUND
History

- Research projects have built competence, explored business cases and confirmed the technology since 2002
  - Traceability in general (2002-2005)
  - Internal use (2006-2009)
  - Use in the value chain (2007-2010)
  - Information exchange in value chain (2009-2010)
Increased potential

- Traceability
  - Less recall
  - Safer food

- SCM
  - Faster logistics
  - Less spoilage in processes
  - Correctness

- Efficiency in commerce
  - Efficient processes
  - Data exchange
  - Common reality through sharing
  - Quality of info
  - Quality info

- Strategic benefits
  - Customer relations
  - Extended information exchange
  - Natural part of the processes

value/maturity vs. Time

Nortura
Real information for real benefits

RFID@WORK
**processes**

<table>
<thead>
<tr>
<th>benefits</th>
<th>processes</th>
<th>logistics</th>
<th>products</th>
<th>strategic</th>
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</thead>
<tbody>
<tr>
<td><strong>Keywords</strong></td>
<td><strong>Increased efficiency and quality in data capture</strong></td>
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<tr>
<td>In operation since 2003</td>
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<td>LF Technology</td>
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<tr>
<td>Subsidiced by Nortura because of major benefits at stable and slaughter</td>
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• Producer  
  – Feed history  
  – Medical history  
  – Weight

• Farmer  
  – Increased efficiency for the farmer  
  – Business Intelligence for the farmer  
  – Real time

• Consumer  
  – Traceable (imposed safety)  
  – Product differentiation  
  – Quality
### Increased efficiency and quality in data capture

- All RTI’s, content and origin are tracked
- Gave
  - Increased quality
  - Increased output from department
- **ROI of 3 months**
logistics

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**Improved resource utilization**

Two things may stop production:
- Lack of IT, or lack of resources (traceability and workpower)
- Lack of resources
  - RTI’s
  - Ingredients
  - Packaging material

- RFID keeps inventory and resources under control
### products

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<td>Customer’s will also benefit from the technology</td>
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Using the information not to be mainstream

Using the information not to be mainstream

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**Nortura**

**Sporingsinfo**
- **ID:** 70713794538200000000000000110000000000
- **Producent:** 617007001
- **Kontakt:** 21 09 07 kl 10:15
- **Losset:** 21 09 07 kl 10:45
- **Slåttet:** 21 09 07 kl 13:03
- **Skåret:** 24 09 07 kl 13:30

**Transport fra Gål:** 02.10.07 kl 04:00
**Ankomst Trondheim:** 03.10.07 kl 19:00

**Det er ca. 300 er au og lam på utmarksetsde, alle mosene har i år vært utstyrt med Etikettrett. Disse rapporter posisjonen (GPS) via GSM med jernede senteren.**

**De feste, ca. 190 stk. går i området overfor gården i mellom 700 og 900 moh. Dette er på sarts av Hemsedal med fjellområdet mellom Hallingdal og Hemsedal.**

**Resten, ca. 110 stk. går på bete i Hol kommune ikke langt fra fylkesgrensa mot Sogn og Fjordane. Dette**

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**RFID Journal LIVE!**
Exploiting the benefits

- EPC
- Traceability
- SCM
- Asset management
- Strategic relations

Unique ID

Infra-structure
- Readers
- Antennas
- EPCIS

Business values
### Case

- Superchilled meat has increased shelflife of more than 40 days (still fresh)
- Benefits of superchilling thechnology
  - Less waste
  - Higher price (fresh instead of frozen)
  - Increased quality (fresh not frozen)
  - Less long term storage

### Nortura:

- Superchilled meat to customers
  - Documented by RFID+temp. sensor?

### Benefits:

- Strenghtended relationships
- Increased faith in traceability and quality
THANK YOU

PRESENTATIONS AVAILABLE AT:

rfidjournailevents.com/presentations