



Westfleisch e.G.

Westfleisch, a meat products cooperative in Germany, uses advanced tracking and analytics to follow each product it makes, from farm to slaughterhouse to grocery shelves, increasing accountability and creating peace of mind for consumers.



Munster, Germany
www.westfleisch.de/nc/en

“High-volume meat production is a logistical challenge. This new solution provides us with critical business data from our nine meat-production locations much faster and more reliably than before.”

— Joachim Badde, CIO, Westfleisch

Westfleisch e.G. is a livestock-marketing cooperative owned by approximately 4,700 farmers in Germany and the Netherlands. The members of the cooperative breed pigs and cattle and then slaughter, process and refine the meat for consumer meat products. Founded in 1928 and headquartered in Munster, Germany, Westfleisch employs approximately 1,900 people. It reported 2011 sales of EUR 2.2 billion.

The Opportunity

Food contamination is a serious matter. Tainted food that goes unchecked can be fatal for consumers and for companies. As governments tighten regulations on food production and processing, companies need to account for each bushel of vegetables or piece of meat that makes it to market. Westfleisch needed to track animal information throughout the production process. It sought a serious data warehouse with lightning-fast processing capability and analytics power that helps it know exactly where products are at any given time.

What Makes It Smarter

Using a new tracking and analytics solution, Westfleisch collects data from animals tagged with RFID devices, including its meals and inoculations as well as exactly when each animal goes from farm to slaughterhouse to packaging to the grocery store shelf. Near-real-time information about animals and products helps Westfleisch comply with stringent industry regulations with detailed reports, spot potential contamination issues before they become a danger, proactively plan production schedules at each slaughterhouse, and give consumers peace of mind with a portal that lets them trace the origin of each piece of meat that comes from the cooperative farms.

What if you could track each piece of meat back to the farm where the animal was raised?



Solution Components

- IBM® Informix® Ultimate Warehouse Edition 11.7
 - IBM Business Partner CANCOM AG
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Real Business Results

- Accelerated query response times by 15 percent
- Integrated data from nine remote slaughterhouses into one seamless, centralized database
- Improved government compliance and consumer confidence with near-real-time, end-to-end traceability and reporting
- Raised company and industry awareness around carbon footprint and animal welfare

For more information

Please contact your IBM sales representative or IBM Business Partner. Visit us at: ibm.com/smarter

To learn more about Westfleisch e.G. visit: www.westfleisch.de/nc/en



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