



Food Safety and Harvest Management

Dole Fresh Foods

Dole Foods, the world's largest producer and marketer of fresh fruits and vegetables, has deployed InSync's RFID and sensor-driven iApp™ software to track fresh produce from harvest fields through processing, storage, and distribution.

As part of Dole's comprehensive food safety program, the deployment features an RFID and sensor-driven agricultural track-and-trace solution that is built using InSync's iApp Builder. The system uses an innovative hardware combination consisting of GPS-enabled RFID handheld (mobile) readers, fixed portal antennas, and other sensors connected to a central network to track produce. InSync's iApp manages and controls RFID, GPS, and other sensory devices, and utilizes the incoming data to automate processes such as shipping, receiving, cooling, transport, and more. Throughout Dole's chain of custody, iApp dashboards provide process owners with real-time views of all events and movements of harvested fresh produce.

The deployment's primary aim, traceability, and ensuring the safety of the many customers of Dole Foods, is achieved through the full utilization of sensor hardware and InSync Software. "Fresh food safety has always been of paramount concern to Dole.

"This system is an important step in proving that technology can help in providing safer foods," explains Steve Robinson, VP of Business Process at Dole Foods, "Of the software companies we considered, InSync was the only company with the capability to provide a device-to-dashboard solution - from management of our sensory and RFID infrastructure, to providing operators, managers, and executives with real-time dashboard views of relevant events and Key Process Indicators (KPIs). While projected benefits included decreased levels of spoilage and waste and increasing efficiencies in our processes, the primary reason for the deployment was very clear – to improve the safety of our products and maintain Dole's consistent quality and freshness."



Customer At-a-Glance

Dole Food Company

- World's Largest Fresh Food Producer
- 2007 Revenue of 6.1B
- 45,000 Employees

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Dole's implementation of InSync's agricultural track-and-trace solution is the first of its kind in the fresh food industry, and is a proactive step on the part of Dole to better maintain the integrity of its products from field to fork. While there is no government mandate for fresh food traceability, Good Agriculture Practices (GAP) is driving the need to identify and trace fresh produce.

"We were very pleased to be selected by Dole for this mission-critical deployment. This application proves that track-and-trace software systems that leverage RFID, GPS, and other sensor technologies are not only cost-effective, but offer outstanding benefits to food companies," says Ashish Chona, CEO of InSync Software, Inc., "InSync is proud to be contributing our unique technology to Dole's food safety program."



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