

18. Fixing the 5 big problems in the food supply chain

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Introduction. The food supply chain continues to grow rapidly, with consumers now expecting exotic foods, fresh on their plates, year round. This has extended the supply chain geographically and across many more parties, making the supply chain longer and more complicated than ever.

Material and methods. Producers, manufacturers, distributors, logistics providers and other parties are under pressure to get their products to the market quickly, safely, and in the best possible condition. That's a major challenge.

A typical food supply chain is made up of six stages: sourcing of raw materials, production, processing and packaging, storage, wholesale distribution, retail redistribution to consumers,

If any one of these stages is compromised, a variety of issues will arise and the whole supply chain will be in jeopardy. Let's look at some of the issues that food supply chain managers need to deal with, and how they can be fixed.

Common Food Supply Chain Issues

Lack of traceability

Having and sharing authentic information from each and every step of the food supply chain enhances food safety, strengthens brand integrity, and increases customer loyalty. On the other hand it can weaken consumers' trust in your brand, which can translate into lower sales and profits. It can even give rise to certain legal issues that can stall new product launches.

Solution:

Blockchain technology is a shared, digital platform where users can store and share information across a network. This system enables users to look at all transactions simultaneously and in real-time.

Inability to maintain the safety and quality of your products

Today, the pressure on manufacturers to produce and distribute high-quality products that are safe is an increasing challenge. Some of the common causes we see that affect the quality and safety of food products which include: Poor storage and warehousing practices, delays in transportation, industrial sabotage, inclement weather

These are some of the reasons that the number of food product recall cases continues to grow. A product recall is extremely costly, and it can do irreversible damage to your brand reputation.

Solution:

You have to select a trustworthy logistics company to partner with, one experienced in the handling of food products and with an impeccable record and reputation. It is also important to choose the right packaging materials and processes to ensure the freshness and safety of your products.

Conclusion. If the problem was defined correctly and the short-term strategy was effective, then you must develop and implement a long-term strategy to prevent a reoccurrence of the problem. Whether it is a routine issue or a complex problem, use your experience—and the appropriate problem-solving tool—to dictate the long-term solution. As you develop the solution, take yourself out of the problem and look at it from a distance. Take in the big picture. It will take time to calculate its effectiveness, so be patient.