



SOLUTION

Antares Vision Group Traceability Solution

INDUSTRY


Food

TRACEABILITY SWEETENS SUCCESS FOR LEADING BERRY PRODUCER

COMPANY REAPS THE FRUITS OF END-TO-END TRACEABILITY

The world's largest berry company sells vast quantities of berries around the globe. Every year, in the U.S. and Mexico alone, close to 800 million kilos are shipped from over 4,000 growers to thousands of stores, carefully packaged in 2.5 billion clamshells. Quality, freshness, and flavor are critical to the company's century-long success. The firm also places great value on consumer engagement, receiving over 2 million survey responses annually.

Antares Vision Group is helping the company capitalize on this feedback, providing an extensive serialization and traceability solution that connects consumer feedback with harvest and supply chain data. AI-powered, multi-scanning technology enables scalable data capture, with serialized clamshells scanned in batches at the point of harvest. The same QR codes can be used by consumers to provide feedback on quality, which can now be traced back to a specific harvest or grower. This gives the berry producer the visibility to optimize products and ensure consumer satisfaction.



“This project shows the power of connected, unit-level data to unlock actionable insights on customer preferences – and to ensure product quality and safety from the field to the end consumer.”

Herb Wong
Chief Customer Officer
rfxcel, part of
Antares Vision Group

CHALLENGES

- Disconnected data and processes across harvesting, packing, and distribution
- Struggling to connect consumer feedback with specific harvest data e.g., grower, region, or berry variety
- A desire to establish end-to-end clamshell traceability and use consumer insights to drive continuous improvement

SOLUTION

- Antares Vision Group Traceability Solution
- Mobile data collection applications allow rapid, in-field scanning of products
- Phased implementation of over 11,000 Zebra handheld and stationary scanners
- Trays of up to 10 serialized clamshells are scanned in under 1.5 seconds
- Expected volume of 2.7 billion serial numbers to be scanned annually by 2028
- Ongoing five-year implementation, spanning 4,000+ farms in the U.S. and Mexico

BENEFITS

- End-to-end clamshell traceability across 4,000+ growers, 400+ distribution centers, and thousands of retail stores
- Seamless correlation of customer feedback, comparing specific harvest variables e.g., grower, region, or berry variety
- Connected consumer insights continuously reveal areas for improvement across growing, harvesting, packaging, and distribution
- Increased customer satisfaction and engagement
- Potential for considerable savings due to supply chain efficiencies