



Aptean Food & Beverage ERP

How to Be Successful in the Food Industry

What does it take to make it as a food business? That's a simple question with a long, complicated answer.





Your business can't be everything to everyone, but understanding consumers' desires and the trends on the horizon will allow you to position your company for success.



The list of considerations for food producers goes on and on. While it's well worth the time it takes to really evaluate your operations from top to bottom, it's also useful to boil it all down to what's at the heart of most of these matters—food safety and quality.

Demand in the food industry is shifting. Consumers are becoming increasingly discerning when it comes to the producers, products and production methods that they value. These measures will serve your business well in proving to potential customers that your brand is one they can trust.

1. Transparency

To win consumers that your food is safe and high-quality and earn their trust, your business needs to embrace transparency. That goes for everything from your corporate policies down to ingredient sourcing and integrity.

2. Traceability

In order to be transparent in your communications with consumers, your business will need full visibility up and down the supply chain. The European Union has already put traceability standards in place, and in the U.S., the FDA's Food Safety Modernization Act (FSMA) may have **additional requirements** added soon.

Traceability is especially important in the event of a recall, but it isn't only useful in times of crisis. It can also help you evaluate which vendor and supplier relationships are serving you best, as well as those that you may need to revisit.

3. Quality Control

Producing goods of consistently high quality is no doubt a goal for every food business, but there are unique considerations for every sub-industry and even within companies' different product lines. It's necessary for you to have both the technology—advanced imaging, smart scales for weighing, etc.—as well as processes for mitigating the risk that shipments coming out of the warehouse might become compromised.

Your business can at least in part use consumers' desires and preferences to inform your quality control procedures. At the end of the day, they're the final judges of your products.



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4. Product Information

What information should your product labels capture? The FDA spells out the legal requirements with the Nutrition Labeling and Education Act (NLEA), but simply satisfying the law might not be enough these days. Consumers are looking more and more for specific badges and messages that show a commitment to sustainability and health.

That ranges from sustainable sourcing and packaging to non-GMO produce and grass-fed animal products. By keeping your finger on the pulse of your customers, your business can have a better idea of just what they're looking for. Specializing in small niches—a small dairy dedicated to producing organic milk from responsibly raised cows, for instance—it might seem daunting to expand the product line.

5. Product Choice

Another must-have in the mind of today's shoppers is variety and choice. For certain kinds of food businesses specializing in small niches—a small dairy dedicated to producing organic milk from responsibly raised cows, for instance—it might seem daunting to expand the product line.

Obviously, your business can't be everything to everyone. Again, understanding consumers' desires and the trends on the horizon will allow you to position your company for success.

How can you keep up with it all and ensure your long-term success? The right industry-specific enterprise resource planning (ERP) solution will allow you to own your data, gain valuable insights into your successes and shortcomings, and formulate a plan to improve and succeed.

Learn more about the purpose-built solutions from Aptean and how they can serve your food business today.



Are you Ready to Learn More?

Interested to see how Aptean can help you better manage your food company?

Contact us at info@aptean.com or visit www.aptean.com.



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