



Skretting Swims to Success with Lawson

Skretting is the world leader in the production and supply of feed for farmed fish. It is reinforcing this leadership for product quality and innovation now that Lawson Trace Engine enables the company to produce a full and detailed trace report within minutes.

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Benefits

Product safety, customer confidence and trust are some of the biggest issues facing the food industry. Nina Flem, quality assurance manager at Skretting, believes Lawson Trace Engine enables the company to meet all three requirements, and much more.

“We developed Trace Engine in partnership with Lawson,” says Flem. “It’s become an integral part of NuTrace, our food safety and quality system that ensures we maintain quality and safety from raw materials through to finished products.

“Trace Engine gives us instant electronic access to accurate upstream and downstream records of all raw materials, production data and feed deliveries to customers within minutes, compared to before when it could take days. And what’s more, it gives us clear competitive advantage in the market. Trace Engine enables us to prove our company values; that we are open and reliable. It makes us transparent and this builds trust with customers and suppliers,” remarks Flem.

Flem went on to explain that company processes have been created around the principle of complete openness. Both potential and existing customers are able to see the way in which Trace Engine mirrors Skretting’s daily operations, with the ability to fine tune where required.

“We are regularly audited by customers,” says Flem. “And before Trace Engine we usually asked for at least two week’s notice because it took us many hours to find all the documentation asked for. However, with Trace Engine we can do all this virtually instantly, online. We are able to demonstrate the tight day-to-day control and transparency we have over our part of the value chain.”

“We can show all the routines, how all transactions are linked together; the control we have over incoming raw materials, how we verify certification documentation from suppliers, and a detailed view of production data,” states Flem.

Flem added that implementing Trace Engine became a catalyst for internal business process improvement. “When we defined each process stage in minute detail, and the various steps required in order to create trace keys (reference numbers) for each raw material and feed product, we also identified the gaps that had to be closed in order to achieve unbroken, end-to-end transparency.”

Flem went on to explain that Skretting is conscious of its environmental responsibilities, and Trace Engine enables the company to locate documentation almost instantly to demonstrate that it delivers what it promises. “Trace Engine documents, for example, the sustainability of the raw materials we use such as fish meal and oil from regulated stocks, and soy from non-rainforest locations,” says Flem.



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**Nanne Joerum, Food Safety & Quality System
Manager, Skretting**

“Traceability can also be used as a tool for documenting fish quality, ensuring, for example, that the fish feed has the right nutrition. It all adds up to a healthier and more sustainable product that is better documented for the end consumer,” notes Flem.

Nanne Joerum, food safety and quality system manager, echoed many of the sentiments expressed by her colleague. And she continued to explain that Skretting uses global standards for its processes. “When a delivery is made to a customer the trace keys and related information for that particular order are input into an industry, global trace database named GTNet,” says Joerum. “It has been created during the past few years and is accessed by suppliers and customers alike.”

Joerum also explains that it is data source neutral which means it takes in information from a range of other systems, including the Lawson enterprise system, and various production systems.

“Trace Engine enables us to anticipate potential problems and solve them before they happen,” continues Joerum. “And sometimes we have to re-classify products because of small changes in the raw material specification. All this is reported in Trace Engine.”

“An integral part of NuTrace, Trace Engine enables us to fulfill all our legal requirements. But this was not the main purpose for its implementation. Safety, trust, customer confidence, together with business improvement, and wanting to maintain our reputation for leadership and innovation. These were and remain the driving factors. We and Lawson foresaw the importance of traceability long before it became a live issue in the market. And now we are reaping the benefits of that prescience,” emphasizes Joerum.

Why Lawson?

“It’s simple,” says Joerum. “Lawson was the first to recognize the potential importance of traceability and invested time and energy in developing a system. We worked closely with Lawson to develop Trace Engine, defining the data needed and the technology required to present it,” Joerum adds.

The Implementation

The joint development between Skretting and Lawson began in 1999 at a time when safety and trust in the food value chain were not viewed with the same level of importance as today.

Skretting anticipates that Trace Engine will be fully implemented across all its operations by the end of 2008.

The company is working on documentation covering quality, analysis, statements and sustainability which is closely aligned to its commitment to the environment and sustainable production.

“Trace Engine is seen as a tool for improvement in the way we work and the way we deal with safety and quality issues,” concludes Joerum.



Headquarters:

USA

380 St. Peter Street
St. Paul, MN 55102-1302
Tel +1 651 767 7000
info@lawson.com

Regional Offices:

Americas

Brazil, Chile, Canada,
Mexico, Honduras,
United States, Venezuela

United States

Tel +1 651 767 7000
infous@lawson.com

Asia

China, Hong Kong,
India, Indonesia, Japan,
Korea, Malaysia,
Philippines, Singapore,
Taiwan, Thailand, Vietnam

Singapore

Tel +65 6788 8769
Fax +65 6788 8757
infoasia@lawson.com

Australia & Oceania

Australia, New Zealand

Australia

Tel +61 2 9468 8900
Fax +61 2 9468 9199
infoanz@lawson.com

Northern Europe

Denmark, Estonia, Finland,
Norway, Sweden

Sweden

Tel +46 8 5552 5000
Fax +46 8 5552 5999
infonordic@lawson.com

Northwestern Europe

Belgium, The Netherlands,
Ireland, South Africa,
United Kingdom

United Kingdom

Tel +44 1344 360273
Fax +44 1344 868351
inforw@lawson.com

Central Europe

Austria, Czech Republic,
Germany, Hungary,
Poland, Slovakia,
Switzerland

Germany

Tel +49 2103 89060
Fax +49 2103 8906 199
infoce@lawson.com

Southern Europe

France, Israel, Italy,
Portugal, Spain

France

Tel +33 1 34 20 80 00
Fax +33 1 40 39 25 07
infoso@lawson.com

www.lawson.com

About Skretting

Skretting is the world leader in the production and supply of feed for farmed fish. Annual production exceeds 1.3 million tons and the company has operations in five continents which produce feed for more than 50 fish species. Skretting is part of Nutreco, the international animal nutrition and fish feed company. Nutreco has five business groups comprising a total of more than 120 production and processing units in 25 countries. Nutreco employs 9,000 people.

NuTrace is Skretting's food safety and quality system. This unique concept integrates measures to ensure quality and safety of feed from raw materials through to finished products.