

## End to End Visibility TraceGains Helps Organic Valley Communicate Across Plants, Suppliers, and Customers



Established in 1988 and headquartered in La Farge, Wisconsin, Organic Valley is an independent cooperative of more than 2,000 organic farmers across the globe. Organic Valley is the largest farmer-owned organic cooperative in the U.S. and one of the biggest organic consumer brands in the world.

Organic Valley's products include milk, cheese, eggs, soy, protein shakes, butter, yogurt, and organic snack items. Under its Organic Prairie banner, their products include organic beef, pork, chicken, and turkey. Organic Valley operates in all 50 states and exports to 25 countries.

### Challenges

Organic Valley struggled to manage raw material and supplier documentation with its legacy systems, and manually processing documentation requests via email as custom PDF files drained resources from sales efforts.

Employees tracked documentation requests in spreadsheets to monitor how quickly requests were handled. Employees also had to create and update forms and email them to each individual plant. These communications were recorded in spreadsheets, and employees had to continually follow up until they received each necessary document, which was then converted into a PDF file and saved on a shared company website.

"Without a tool to help us manage this better, we were going to have to hire or expand the documentation team. We were drowning" Megan Krenz, QA Coordinator for Organic Valley describes.

### Solutions

With TraceGains PostOnce™, Organic Valley only has to upload regulatory documents once to make them available to every customer. To manage supplier documents, Organic Valley relies on TraceGains Supplier Management, which automatically manages expiration dates and sends out reminders so employees don't have to. Logging into the TraceGains Network gives Organic Valley instant access to 80% of their suppliers and their documents.

"It's a cloud-based document management system that lets you post documents once, which then automatically sends them to all customers as soon as you approve and connect with them."

- Megan Krenz, QA Coordinator

## Outcomes

**Better Collaboration.** With TraceGains, Organic Valley saves time and eliminates redundancy now that all their documents are shared across departments, which include:

- The certification team, which handles, among others, organic, kosher, and Halal certifications
- The packaging team
- The product development team
- The purchasing team
- The QA team, which includes the audit, approved supplier, commodity, and documentation teams

**Customer Management Upgrades.** Organic Valley was familiar with the complementary TraceGains Customer Management Basic solution which simplifies document fulfillment requests from TraceGains customers. Organic Valley liked this feature enough to invest in Customer Management Standard and Supplier Management Enterprise. Moving to the paid tier of TraceGains Customer Management allowed Organic Valley to send documents to non-TraceGains customers—a huge resource and cost savings. To top it off, their sales team now has faster turnaround on customer documents, giving them a sales cycle edge

**Multi-Plant Tracking.** TraceGains digitally tracks the required documents for products produced across Organic Valley's 89 co-processing facilities, helping them reduce time spent going between document libraries as they work to meet FSMA requirements. The Organic Valley team looks forward to using the Supplier Management supplier risk assessment tool to improve supplier performance. They appreciate that TraceGains offers a dedicated Customer Success Manager who works directly with their internal project leader.

“If TraceGains helps us be the first vendor to give customers their documents then we have the upper hand in the sales process, it’s just not possible to do that with a manual process.”

- Megan Krenz,  
Product Data Specialist

“PostOnce™ is amazing from a supplier perspective, and a great way to ‘sell’ to our suppliers the benefits of using TraceGains. With standard forms, we only have to complete documents one time and can then provide them to all customers. We no longer have to spend so much time answering individual customer questionnaires, which generally ask the same questions over and over again. It’s a technological aspirin that takes the pain out of supplying food safety documentation.”

- Megan Krenz, Product Data Specialist

## About TraceGains

Founded in 2008, TraceGains connects people and information so teams can work smarter. As a global technology company, we provide networked innovation, quality, and compliance solutions to consumer brands that want to reduce supply chain risk, speed up business processes, and take control of data. On average, companies find 80% of their suppliers already on TraceGains Network, allowing them to connect and collaborate instantly.

Learn More

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