Seaboard Foods Drives Industry Change Through Product Content Accuracy

The second largest US pork producer leverages 1WorldSync to improve efficiencies and drive results.

1WorldSync accelerated Seaboard Foods content readiness for 1,000 products by six months and reduced its product data loading process to a single day.

What Seaboard looks for from 1WorldSync is that full service, integrated, one-stop shop to work with as a partner to find those gaps, solve them and get our manual processes validated and perfected—to where I can get accurate product data and images syndicated to Seaboard’s many trading partners.

Leah Saragusa
Labeling Compliance & Digital Content Manager
Seaboard Foods

Opportunities
As Seaboard Foods extended data synchronization to embrace industry changes and the demands of retail and global commerce, it looked to 1WorldSync to better optimize its product content processes, reduce manual, time-consuming data capture workflows, and meet changing retailer data requirements.

Solutions
Seaboard Foods was able to properly capture its case principal display panel, to ensure data visibility and meet specific imaging requirements of its food service and grocery partners.

1WorldSync’s GDSN data pool provides the JSON, XML and API formatting flexibility suppliers, like Seaboard Foods, require to seamlessly and accurately meet the needs of their trading partners. Seaboard Foods expanded their customer base while ensuring accurate, reliable product content in every market.

Results
As part of a uniquely connected food system, Seaboard Foods relentlessly seeks a better way to produce wholesome Prairie Fresh® pork by purposely connecting every step between its farms and family tables around the world. Operating in Guymon, Okla., and five other states and employing more than 3,200 employees in Guymon alone, Seaboard Foods’ continued commitment to creating the most sought-after pork ensures the well-being of its animals, the environment, employees and the communities they call home. Headquartered in the Kansas City Metro, products sold domestically are marketed under the Prairie Fresh® brand and internationally under the Seaboard Farms® brand.

Seaboard Foods

About 1WorldSync
1WorldSync® is the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, trusted content that empower retailers and manufacturers to drive intelligent, consumer centric commerce decisions and exchange revenue-impacting product content. Through its technology platform and expert services, 1WorldSync solves revenue-impacting product content challenges faced by leading brands and retailers in the CPG, retail, DIY, consumer electronics, IT, healthcare, and food service industries.

@1WORLDSYNC
www.1WorldSync.com
PRODUCT PHOTOGRAPHY & IMAGERY SERVICES
DATA LOADING & MAINTENANCE (DLM)
DLM service enables Seaboard Foods to focus on the core functions of their business by taking care of their product information and synchronization processes.

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100% USDA and GS1-compliant product packaging representation

Image capture and upload project completed in just 2.5 months

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PRODUCT PHOTOGRAPHY & IMAGERY SERVICES
GDSN SYNDICATION

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