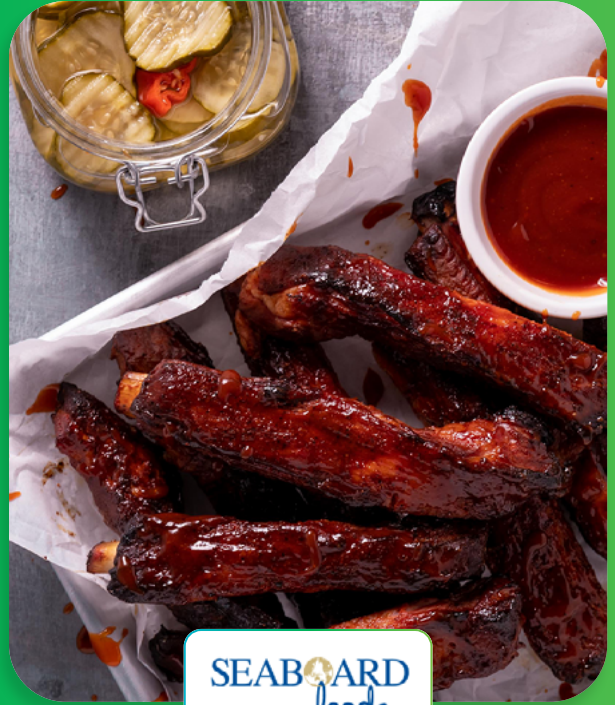


Seaboard Foods Drives Industry Change Through Product Content Accuracy

Powered by 1WorldSync, Seaboard Foods accelerated its content readiness for supply chain and e-commerce for 1000 products by 6 months with Image Capture and reduced its product data loading process to a single day.



From Food & Beverage and retail to automotive and agriculture—all industries have an invaluable amount to gain from consistent, accurate and trusted product content. If there is any positive commonality or insight gained from the global COVID-19 pandemic, it's that the need for common standards across all supply chains—beyond healthcare—is paramount to their safe, efficient and critical operability to meet end-user needs.

And while each industry's product lifecycle and supply chains differ slightly, one consistent factor holds true for all—the product data management output of the shared data exchange for global commerce is critical for accuracy, reliability and consistency.

As the person who manages their organization's product data according to GS1 Global Data Synchronization Network (GS1 GDSN) standards, Leah Saragusa, Labeling Compliance & Digital Content Manager of Seaboard Foods, is well aware of how important accuracy around product attributes are to the consumer experience.

"Seaboard Foods looks to improve the experience for the consumer standing in a store, for the foodservice buyer or chef purchasing product for their restaurant, or the grocery store buyer navigating e-commerce and online buying to address which products will look best on their physical or digital shelves," confirmed Saragusa. "It's important to answer such questions as 'Is that pork loin natural? Is it flavored? Does it come injected? For e-commerce, can I see all of the angles of the packaging? Does the USDA nutrition facts panel give me all the information I need to know?' There's an opportunity to do a lot more with standardized data across all industries to provide more information than what is currently being done today."

OVERVIEW

1WorldSync helped Seaboard Foods address the following goals

- Better optimize its product content processes
- Reduce manual, time-consuming data capture workflows
- Meet changing retailer data requirements



Building a foundation of trust for partnership success

As the second largest U.S. pork producer and fourth largest U.S. pork processor¹, Seaboard Foods processes more than 6 million hogs each year, amounting to hundreds of millions of pounds of pork annually. To account for this volume, the company already had a process and system in place for data loading and maintenance to ensure accurate product and brand representation. This was an obvious necessity for Seaboard, given its evolution over the past 100 years and current network of subsidiaries, brands, farm operations and international footprint.

But Seaboard's data governance team took it upon itself to constantly enhance and streamline its system.

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

In 2019, Seaboard started working with 1WorldSync to address such areas in a holistic approach that would enhance its data and accelerate its product speed to market. Throughout the process of using 1WorldSync's Data Loading and Maintenance (DLM) services and leveraging its GDSN data pool foundation, Seaboard was able to accelerate the formatting, loading and publication of its data.

At the core, the experience was eye opening on both ends, leading to a foundation of trust for a long-lasting partnership.

"With 1WorldSync's DLM solution, we have a standard process that begins with an assessment discussion with our customer to understand their product attributes and synchronization requirements, where they currently are at in their process, and the next steps we can guide them on," explained Leonel Gonzalez, Implementation Analyst, 1WorldSync. "Seaboard Foods, under Leah's leadership, already had a very organized process in place. Add to that, product specs and requirements are very different in meat manufacturing and processing than they are in any other industry. For example, we had to ensure we were inputting the correct Data Carrier Type Code and GS1-128 values in our data loading and maintenance of Seaboard product items. At the end of the day, I had to really put myself in her world and her process to understand what she needed to achieve and help her address those needs."

1WorldSync Data Loading & Maintenance

(DLM) service enables today's brands to focus on the core functions of their business by taking care of their product information and synchronization processes. Our team of data experts formats, loads and publishes brand product data quickly and accurately to increase efficiency of data syndication to retailer trading partners.

1WorldSync GDSN Syndication

1WorldSync's GDSN data pool provides the JSON, XML and API formatting flexibility suppliers require to keep up with their needs and needs of their global trading partners, seamlessly and automatically. You expand your customer base while ensuring accurate, reliable product content in every market.

The partnership with 1WorldSync presented educational insights around data processes that can be applicable to any industry, Saragusa confirmed. “Right now, there is a disconnect between what is published and the way our product information is used by retailers,” said Saragusa. “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.”

By working with Saragusa hand in hand, 1WorldSync was able to customize a data importing and validation process for Seaboard that reduced 1WorldSync’s data loading processes from 2-3 days down to 1 day, helping to accelerate data review readiness for Seaboard Foods and accelerate product information publication and syndication to its retailer trading partners.

Demand drives content improvements for proper product & brand representation

“Doing better by knowing better every step of the way.” The message, while simple at its core, speaks volumes to Seaboard Foods’ commitment to producing wholesome, high-quality meat products through connected, purposeful actions around the well-being of their animals, environment and communities they serve.

At the heart of that are the employees, working to ensure the health, safety and sustainability of the business—from the livestock to the operations of farms & feed mills, to the way products are packaged, branded and represented in-store and across e-commerce channels, and to the final cooked and plated food that ends up on the consumers table.

As shoppers still expect to hear from brands about nutrition (58%), food safety practices (57%), animal care practices (46%) and brands’ environmental impacts (40%)², companies like Seaboard continue to work to ensure their brand is accurately and properly represented at all levels and layers of the agricultural supply chain and across other industries as well.

“There is a two-pronged approach when industries partner with GDSN data pools,” explained Saragusa. “Industries can educate and help data pools look at their data and specific product data requirements in a different light. But there’s also an opportunity for the data pools to help pull industries forward by saying, ‘We understand that your industry is unique and has different requirements but here’s how we can help you do better with your data to progress your company and industry forward.’”

To address this balanced approach, Seaboard additionally leverages 1WorldSync’s Image Capture Services to provide consumers greater transparency into nutritional product attributes while ensuring an accurate flow of product data in the supply chain.

“**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



“It’s really important to ensure Seaboard trading partners have the accurate information that they need. One incorrect formula in an audit of the 1,200 items we publish across our product lines can escalate challenges quickly,” she said, emphasizing the supply chain ramifications if incorrect product data reached retailers and consequentially, consumers at the shelf.

“However, by sending this to 1WorldSync’s Image Capture studio for product photography that needs to be captured anyway, the CubiScan® equipment can be leveraged on each product to provide necessary dimensions and weights,” said Saragusa. “That process can be used as a guideline to re-confirm that all part numbers, GTINs, dimensions, weight and attributes of the data are correct to make the auditing process much less painful.”

By leveraging 1WorldSync’s Image Capture Services, Seaboard Foods was also able to properly capture its case principal display panel, ensuring data visibility and meeting specific imaging requirements of its food service- and grocery-partners, of GS1 and as federally mandated. Additionally, 1WorldSync applied specific photography editing to reduce or ultimately eliminate purge commonly found at the bottom of a meat package. To help raise the visibility of Seaboard Foods products specifically across e-commerce channels, 1WorldSync also applied proper lighting, style, and editing to its products’ tail-end as needed—or to both sides of the meat, capturing the fat cover or the lean side of a pork loin—to provide proper product and brand representation before image capture. Finally, in response to demands from its foodservice partners and companies, Seaboard Foods worked with 1WorldSync to upload images to help consumers and buyers make more educated purchasing decisions.

“E-commerce adds an additional layer of complexity because we want to make sure the product packaging captured by the 1WorldSync imaging team clearly shows what the consumer or meat buyer will receive when the product is purchased,” said Saragusa. “Having 1WorldSync upload our cooked-and-plated product lifestyle images was not only a huge time savings for us but also provided our trading partners with the images they require in a way that was efficient, effective and met GS1 standards. The project was completed in 2.5 months, whereas it would have been a larger time investment for those images to be renamed and uploaded in house.”

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Leah Saragusa
Labeling Compliance & Digital
Content Manager, Seaboard Foods

THE RESULTS



Accelerated data review
readiness, product information
publication & retailer
syndication by reducing data
loading process to 1 Day

100%

USDA and GSI-compliant
product packaging
representation

2.5

months to complete image
capture and upload project,
resulting in major time savings

1WorldSync Image Capture Services

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, of GS1 and as federally mandated.



About Seaboard Foods

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.

REFERENCES:

1. Seaboard Corp., 2021
2. [AC Business Media LLC](#), Food Logistics, "Demand for Meat Represents \$50.5 billion in Sales for 2019," March 2, 2020