

Smart poultry processing gets the right products to the right customer

Why data-driven processing?

If you manage a modern poultry processing plant, you need a complete, clear overview of all processes. You want to keep control of the product flow from incoming broilers to packed retail products. You need reliable data to drive your decision-making. Marel is ready to provide all tools for data collection, traceability and full-potential performance of all automated processes, enabling the highest levels of quality control and food safety.

Turning poultry processing into a data-driven operation is an absolute necessity in today's market, but it is still a challenge. Marel provides a doorway into data-driven culture for customers across the globe, by providing them with a complete set of data-gathering tools and services. Sensors, product detectors, vision graders, weighers, X-rays, and laser scans collect an invaluable set of reliable data. This is the ideal starting point to create a data-driven environment.

Digital journey

Processing lines need to convert raw material into high-quality products and deliver the right product to the right customer at the right time. Increased capacities – up to 15,000 bph – and increased automation go hand in hand with a data-driven process. Processors are under constant pressure to make complex decisions very quickly, matching an enormous amount of incoming goods to order requirements. Moreover, product quality and food safety have to be optimal to avoid risk claims and product recalls.

Only highly accurate digital tools, such as the advanced Innova Food Processing Software platform, can take the pressure off processors, by providing all possible scope for data collection, traceability, production control, quality control and performance monitoring (OEE). Innova links together virtually all equipment in the plant, empowering processors to get the most out of their operations in their digital journey.

Food safety requires software too

Food safety benefits from data-driven processing too. By collecting product data step by step and adding it to each product while travelling through the lines, Marel offers processors a strong backbone of food safety information. This reliable way of data-driven processing enables full traceability throughout the processing plant. The consumer in the supermarket reads on the label exactly which processes the product has gone through. Marel's poultry processing solutions, together with Innova software, make this kind of data-driven traceability possible.

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