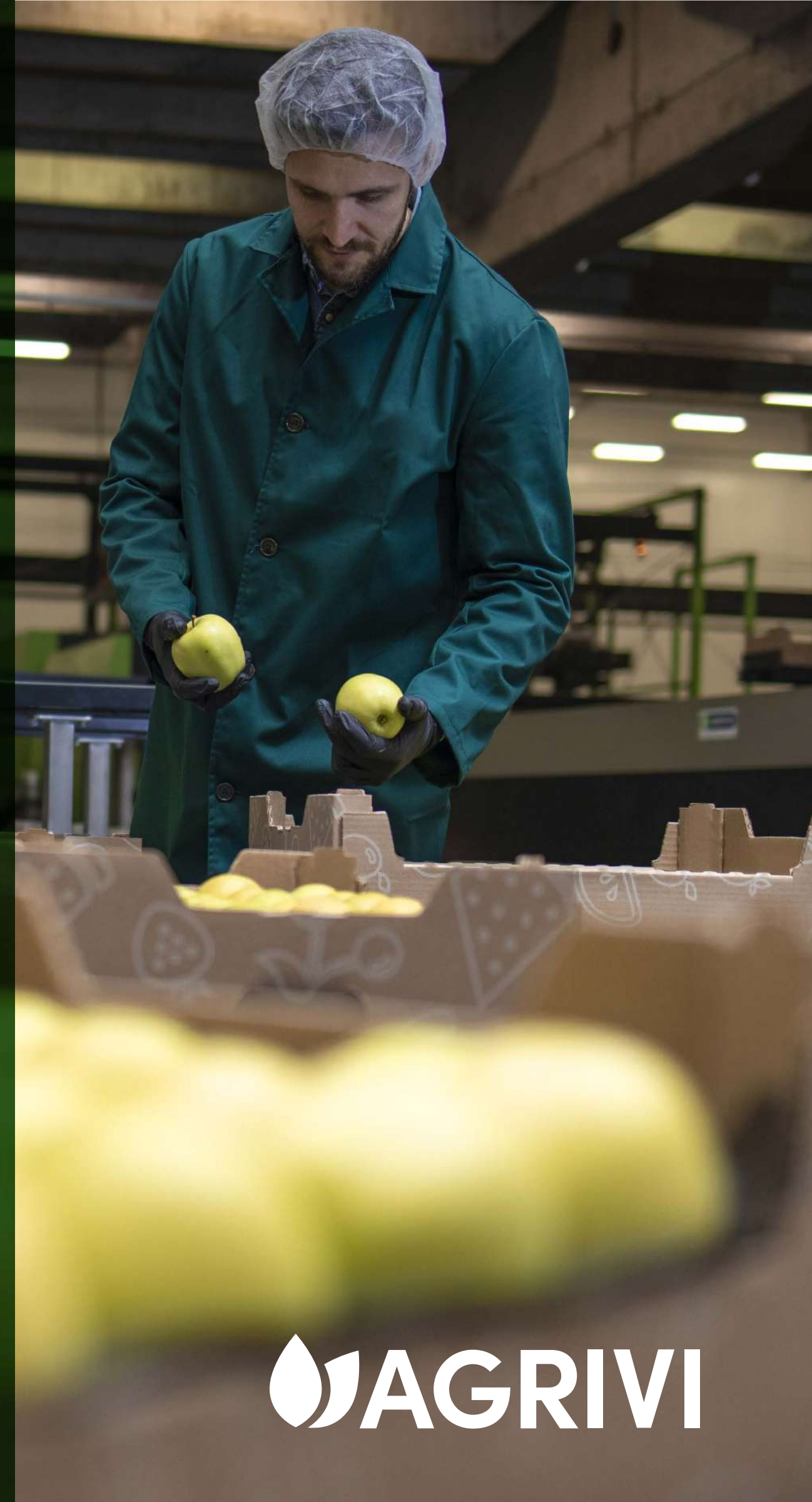# 5 Simple Steps to Avoid Product Recalls

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THE CHALLENGE

Product recalls usually occur when a product fails on quality testing due to safety or sanitation issues.

EXAMPLE

In case of detection of some unallowed active substance or pesticide residue.

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The average recall cost in the food industry is **US $10 million** only in direct costs, without including the loss of sales or brand damage.

COST

Except for the food companies, product recalls also negatively **impact other processing industries.**

IMPACT

In some cases, the recall doesn't happen only to one product but the **entire product category.**

IMPACT

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THE SOLUTION

Production Traceability

How to Avoid Losses?

Production traceability can be a turning point – having a complete insight into all production practices enables farmers and companies to control business risks and reduce losses due to possible product recalls.

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Benefits of providing complete production traceability:

✓ **REDUCES PRODUCT RECALL RISKS**

✓ **PROVIDES THE ADDED VALUE OF THE PRODUCTS**

✓ **ENSURES AN EVEN BETTER POSITION ON THE MARKET**

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Food companies can achieve production traceability through monitoring of agronomic practices and the use of applied pesticides per crop and field.

EXAMPLE

A processing company collaborates with a network of farmers to purchase fruits for juice production. The company needs to ensure that they get the agreed quantity of oranges by the specific date and predefined price from their farmers.

Farmers also need to respect quality and food safety standards. They must comply with strong regulations regarding the applied active substances and avoid any potential residues of pesticides at the time of harvest.

Responsible food sourcing standards often require performing reactive instead of preventative spraying. Farmers need to monitor their crops and fields and if there is evidence that there is a risk of pest infestation, spraying is allowed.

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5 Steps to Avoid Product Recalls with AGRIVI Farm Management Platform

1 PEST RISK IDENTIFICATION

AGRIVI platform identifies possible pest and disease risks for each crop and field in real-time through smart pest alarms and satellite imagery, so farmers know precisely which area in the field they need to inspect to make sure whether they need to spray.

2 FIELD INSPECTION AND EVIDENCE COLLECTION

Once farmers perform a field inspection, **AGRIVI will support them in registering their pest or disease observation and providing photo evidence**. As a result, the company will know that farmers applied reactive instead of preventative spraying.

3 CHOOSING THE RIGHT PRODUCT FOR CROP PROTECTION

AGRIVI Farm Management Platform provides farmers with the recommendation of crop protection products that are registered and authorized in their countries, to make sure they follow national regulations.

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5 Steps to Avoid Product Recalls with **AGRIVI Farm Management Platform**

4 SPRAYING ONLY AREAS INFECTED, NOT ENTIRE FIELDS

Variable Rate Technology (VRT) **ensures food safety and sustainability** by providing an optimal dose of agrochemicals on each part of the field, rather than spraying the entire field in the same amount. It **reduces quantity usage by 20-40%**, which contributes to **high financial savings** for farms.

5 ENSURING TRACEABILITY FOR COMPLIANCE AND RISK REDUCTION

The best way to achieve food safety and lower the possibility for product recalls is to ensure complete production traceability, both for compliance purposes and active decision-making. **AGRIVI Farm Management Software provides complete production transparency and detailed insight into all farm practices and applied inputs**.

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Digital Agriculture as a Solution

AGRIVI 360 Agriculture Supply Chain is a powerful agriculture supply chain management software tailor-made to support food companies in:

- creating a sustainable and efficient supply chain ✓
- securing premium quality, sustainability and traceability ✓

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Benefits of Using AGRIVI 360 Agiculture Supply Chain

One Centralized Platform

Manage all your agricultural data and processes in one place. Compatible with all machinery and IoT equipment.

Powerful Farm Analytics

Get real-time insights into crop health, risk and climate conditions to enable data-driven decisions.

Highest Quality Standards

Monitor agronomic practices and use of agrochemicals to ensure their compliance with all standards.

Transparent Contracting

Simplify contracting, track production progress and provide agronomic advisory.
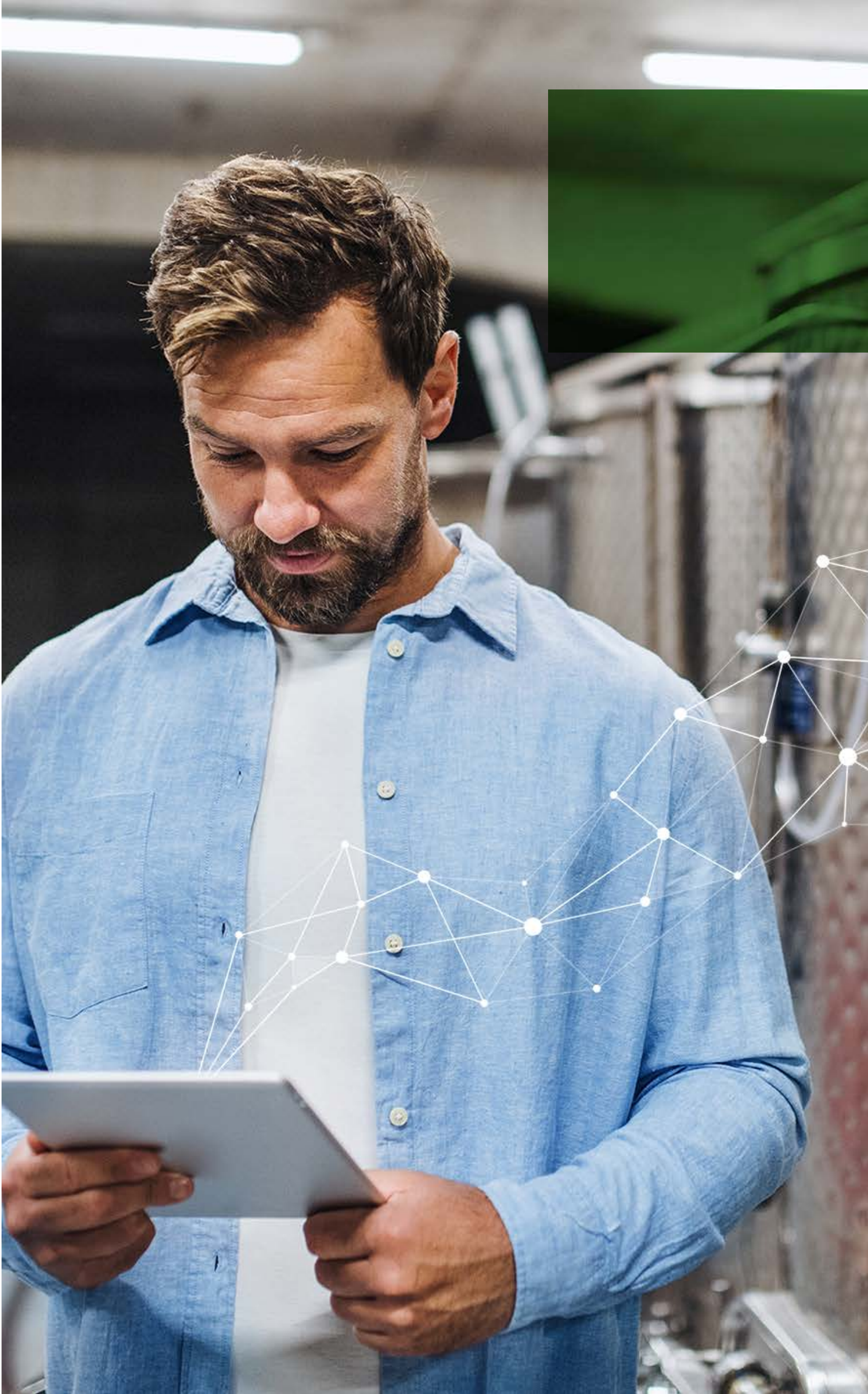
Continuous Supply

Secure a continuous supply and minimize gaps in produce delivery by tracking harvest and yield plans.

Supply Chain Sustainability

Analyze your climate footprint, land and water use, impact on environment and supplier livelihoods.

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