



OSAPIENS CASE STUDY – RETAIL

EDEKA: Traceability at the fresh food counter

The EDEKA Group is the cooperative backbone of the EDEKA brand and one of the leading food retailers in Germany. Founded more than 110 years ago, we are united by generations of merchant tradition and modern entrepreneurial thinking and action. We are both a local supplier and a regional wholesaler, a producer

of fresh bakery and meat products as well as numerous own labels and a strong partner for regional producers. With our subsidiary, Netto Marken-Discount, we also successfully set the tone in the discount business, thus rounding off the wide range of services offered by the group.

Background

Digital food traceability at EDEKA

A well-stocked, attractive fresh food counter is one of the most important amenities for supermarkets. Here the retailers position themselves as providers of regional and high-quality products and can establish and maintain customer trust. In order to operate a fresh food counter in accordance with regulations, authorities require companies to maintain high standards, including increasingly more detailed traceability requirements.

As a pioneer in food retail, EDEKA offers digital traceability for their fresh food counters in many of its markets. osapiens ftrace developed a fresh counter traceability solution together with GS1 Germany and EDEKA so that customers can learn more about product origins directly at the fresh counter and to reduce time spent on paperwork for fresh counter employees.



Challenge

Addressing regulatory requirements & time limitations

Every EDEKA store with a fresh counter is obliged to meet legal traceability requirements and is subject to regular checks by authorities. Most of the documentation is still done by hand on paper with a low degree of digitization. One of the major pain points fresh counter employees experience is working with and cataloguing unpacking lists. German law requires stores to keep records of all that is put out on the counter during the day and put back in the cold store at the end of the day.

EDEKA recognized that this labour-intensive step was a hurdle to their employees who are experts in working with ultra-fresh products, such as meat and fish. They usually have a limited amount of time for administrative processes and this contributes to difficulties in fulfilling regulatory requirements.

Fresh counter employees serve customers and meet documentation requirements simultaneously. If a store is crowded these requirements may lead to recording errors, which in turn can result in financial penalties if regulators carry out official food inspections.

Implementation

More efficiency at the counter

EDEKA, with the support of osapiens ftrace and GS1 Germany, sought to reduce time spent on fresh counter paperwork while increasing regulatory compliance by implementing a refined version of osapiens ftrace fresh counter solution - a traceability system that links static product data in real

time with dynamic batch information on individual processing steps in a supply chain. Relevant information includes, for example, the slaughtering date, the method of fishing or the country of processing. Each actor along the supply chain feeds their own specific data into the system. This makes the history of a product traceable at any time. Since a supply chain is a complex network of different stakeholders the entries are made according to well defined attributes. The service is based on global GS1 standards and uses Global Location Numbers (GLN) and Global Trade Item Numbers (GTIN) as its main identifiers linked with the Electronic Product Code Information Service standard (EPCIS) to enable users to transmit and share event related data. A sophisticated rights management system manages appropriate data access. EDEKA reports that deploying the fresh counter traceability solution has optimized and digitized work processes related to the service counter. With the help of scanners and tablets, employees can electronically record relevant processing steps of a product, such as disassembling for display in the service counter. The inefficient paper-based unpacking list is now a thing of the past.



Benefits

Awarded Benefits in over 500 stores

The main result: Reducing time spent on administrative paperwork by up to an hour per store per day.

This comes along with a lower error rate and an enhanced service level leading to an increase of trust and customer satisfaction. For the first time, consumers have the option of using a touchscreen directly at the counter to find out about the products on offer and where they come from.

In addition, EDEKA meets all legal requirements and can easily check at any time whether the data is complete and correct - for example with regard several National and EU regulation, which e.g. requires information on the origin of meat as well as breeding and slaughtering locations of the animals be readily available upon request at the counter. All relevant information is stored in the cloud-based system for at least two years and can also be printed and checked as part of official food audits.

EDEKA is the first retailer to implement osapiens ftrace at its fresh counters and plans to have more than 500 stores live in the next couple of years. All these stores converted from pen and paper to osapiens ftrace. For its digitization and traceability efforts, EDEKA has been awarded for the «Best In-Store Solution» by the EHI Retail Institute.

You have questions?

Feel free to contact us
for more information

[Find out more](#)



osapiens develops software that empowers companies to drive sustainable growth across their entire value chain.

The **osapiens HUB**, a multi-tenant hyperscaler platform designed to enable cross-company collaboration and AI-automation, combines over 25 solutions in two categories: **Transparency solutions** enable companies to report on financial and non-financial data, manage supply chains, mitigate risk of all kinds (including cyber-risks and trade- and geo-political risks), and ensure compliance with product, reporting and supply chain regulations. **Efficiency solutions** enable AI-driven supplier collaboration, maintenance, service, and distribution processes to improve operational performance and strengthen competitiveness.

osapiens was founded in 2018. Headquartered in Mannheim, Germany, with offices across Europe and the United States, the company works with an international team of over 550 employees. It supports more than 2,500 customers worldwide, from SMEs to global enterprises across industries.



2,500 + Customers
60 + Countries
550 + Employees
60 + Nationalities

Contact us

Julius-Hatry-Straße 1
68163 Mannheim
Germany

info@osapiens.com
+49 (0) 621 15020690
www.osapiens.com

Visit us on LinkedIn 

This document is provided for general information and recommendation purpose. It does not claim to be complete or up-to-date and is not intended to replace the consultation of professional advisors or specialist lawyers. The publisher assumes

no warranty and no liability whatsoever for damages arising in connection with the use of this document.