

# Reduce Protein Waste – Improve Quality & Value



Over \$10 billion in meat, poultry and seafood is wasted at retail per year. Consumers expect the freshest product and highest quality and are increasingly demanding documented provenance and pedigree info. Proteins have a dynamic shelf-life that can be negatively impacted by temperature and time leading to accelerated degradation in quality and value. As products travel through complex supply chains there are many opportunities for mishandling or mislabeling that impacts freshness, quality, authenticity and safety.

As the shelf-life for proteins is only 1-3 days post purchase, it's essential that product was properly handled in the supply chain to ensure an optimal customer experience. Temperature and time constraints, coupled with the high value of the product, means producers, restaurants and retailers must manage the dynamic shelf-life for these products to ensure freshness and safety.

## Zest Fresh for Proteins

Zest Fresh proactively manages protein supply chains – at the pallet or case level – for optimal shelf-life and food safety controls. It models optimal processing and shelf-life using IoT sensors to autonomously collect product data for the provenance, pedigree, time, temperature and location of each container of protein from harvest or processing to delivery. Real-time analysis of the data enables predicting actual shelf-life based on product handling and enables the ability to intelligently route pallets. Zest Fresh also monitors for proper handling for food safety and provides real-time tracking for actionable response to recalls.



- Gain complete supply chain visibility, for optimal process, temperature and quality adherence
- Enables matching of your freshness needs with the actual product freshness
- Complete track-and-trace, with integrated blockchain support, to address provenance, authenticity, food safety and recalls

## Industry Perspective

*“We believe that Zest Fresh is the best example of a modern solution that addresses quality consistency shortcomings by combining cloud, mobile and cost-effective item-level monitoring technology with real-time analytics.”* - Ann Grackin, CEO Chainlink Research

For more information visit [www.zestlabs.com](http://www.zestlabs.com) or email [info@zestlabs.com](mailto:info@zestlabs.com)