

# GROCERY RETAILER ENSURES FOOD SAFETY WITH CLOUD-BASED FOOD TRACEABILITY APPLICATION

## CHALLENGE

FoodLogiQ, a SaaS company connecting the world's food supply chain, needed a custom solution that would enable a leading retail grocer to track and manage its numerous suppliers as well as their products, locations, and audit documents. Additionally, each supplier was tasked with answering a variety of sustainability and food safety surveys that would be used to attach ratings to their products in the marketplace. Partnering with Rural Sourcing, FoodLogiQ created an application that would not only meet, but exceed the grocer's specifications, while doing it in a cost-efficient manner.

## SOLUTION

Rural Sourcing helped FoodLogiQ by leading the development of a Ruby on Rails application that enabled the grocer's suppliers to login and walk through a wizard-like data entry process. The application was deployed on the cloud platform, Heroku, which allowed it to be scaled up in response to increases in traffic and demand. The application utilized JQuery scripting and AJAX calls to reduce data entry time and streamline the process. All supplier data was consolidated into a single MongoDB database which meant quicker and more accurate data searches and graphical reporting.

Additionally, the grocer needed a way to rate their suppliers' food safety and sustainability efforts. They needed the results to develop fair and accurate ratings for each supplier's products. In creating the cloud-based produce and oral rating system, Rural Sourcing ensured both the stability of user data, and that each product set contained its own appropriate food safety and survey responses.

An extensive review process was implemented that enabled admins to review and rate a supplier's products and allowed suppliers to make necessary corrections, add documents, and chat with admins in real-time.

The grocer also required new dashboards and admin features to better equip their management and sales teams. We added customizable dashboards that enabled employees to filter and search supplier data and interact directly with those suppliers.

## RESULTS

By consolidating all of their suppliers' data into one easily accessible location, the grocer has been able to increase the accuracy of its reporting and analysis. The new admin tools gave users the ability to update content quickly and respond to changing market demands at a moment's notice. Thanks to the ability to track and trace their food products, customer confidence in their brand has increased immensely.

Technologies: Ruby on Rails, MongoDB, Cloud



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