Hälsingestintan Case Study

## Ethical Meat Story Telling Concept

Hälsingestintan is a small but innovative meat company I Sweden. Hälsingestintan was founded in 1999 as a reaction to the poor range of meat in Swedish food stores, where it was almost impossible to purchase Swedish quality meat. Quality had long given way to anonymous low-price meat. However, it had not always been like that, and they knew that it did not look like that everywhere. At their farm in Järvsö, they have never compromised, always valued quality as crucial for the taste experience. They have always understood that the quality, accuracy and precision go hand in hand with taste experience.

Hälsingestintan's ambition is that consumers should have access to ethical quality meat. Their mobile abattoir is their latest innovation, and this means that animals are not transported to slaughter. Instead, the mobile abattoir goes to the farm so that animals can be slaughtered in their home farm environment. The farms are carefully selected by Hälsingestintan and they put good animal welfare in focus with quiet and respectful on-farm slaughter. The meat is traditional hung tenderization, and the whole concept is secured with unique traceability and brand protection activities through all processes.

Hälsingestintan works continuously to develop and improve the interaction between the farm and the consumer by obtaining high level of transparency throughout the chain. The consumer can visit the farm and the farmer digitally by scanning the QR-code on each package of meat with his smart phone. In addition, there's information about related recipes, visualization of the chain and more in-depth information about the brand itself.
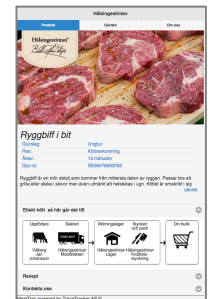
This level of traceability and transparency is its first of its kind in this industry, allowing the consumer to access information the whole way back to the individual animal. Supplied with state-of-the-art copy protection mechanisms (i.e. randomized serialization) the consumer can appreciate a high level of trustworthiness in the labelling and fraudsters will have a hard time compromising the chain.

Hälsingestintan has enjoyed a great success in the marketplace, both with new market channels, like moving sales and distribution out to selected farms, and increase of prices. On average the company holds a premium of 25 to 30% over the ordinary brands. The effect has also given a first in decades rise of the price to the farmer. The competition is the market is disrupted as no other company can compete with Hälsingestintan on its Ethical Meat value proposition.

Behind the scenes

There are multiple levels of activities supporting this Ethical Meat Story Telling Concept. Everything bound together in a unique traceability and brand protection system, which includes in-house procedures, interaction with authorities, separate data capturing modules, planning-, production- and order-system integration and 3rd party control mechanisms.

The authorities provide a series of information accessible for the industries or the public. In the meat industry, these are i.e. animal register, farm- and property registers and registers of approved manufacturing facilities.

The relevant information for the client is administered in a CRM (Customer Relation System) integrated on a control level with the public registers.

The CRM system also contains planning systems, which forms the basis for the next process, always ensuring a two-level control mechanism. Planned activities are released to the data capturing device, which then only can perform the planned activities.
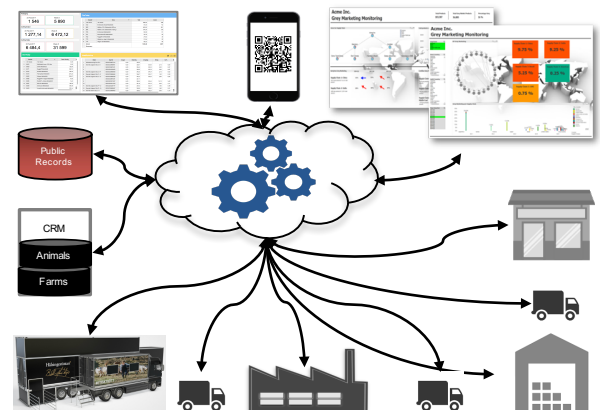
Throughout the rest of the chain, this principle is followed strictly: You can only receive goods that are sent to you, otherwise there is a deviation. All registrations follow the GS1 standard, both regarding physical operation and information schemas. All events are sent to our traceability engine which is based on the GS1 EPCIS standard.

All registrations are supported by operational dashboard showing in real time the information captured at the different registration points. These dashboards support the daily operation, by showing production controls, production progress and product flow.

I addition all information is fed to the Hewlett Packard Enterprise' Global Product Authentication Service (GPAS) analytic environment, where it, together with other supply chain registrations, consumer scans and social listening processes (amongst many other functions) form the basis for advanced big data analytics for the brand.

For authentication purposes the QR-code on each package are associated with the unique GPAS code. Each time a code is scanned the rule engine in GPAS determine whether this is a valid scan or not.

What will the future bring?
Prediction the future is as always guessing, but for Hälsingestintans Ethical Meat Concept, and the Ethical Meat Story Telling Concept formed in cooperation between TraceTracker and HPE GPAS, the journey forward has already started. Last fall a contract with Le Boeuf Ethique in France was signed, and this will be the first mobile abattoir outside Sweden. There's a lot of consumer engagement around animal welfare, and both the framers, the retail-industry, the government and the consumers appreciate this sole alternative to animal transport and "black-hole" industry processes which faces a lot of questioning these days.