

Rich Harvest Agricultural Product Limited 豐泰農產品有限公司

Fertilising the Soil for Supply Chain Management
為供應鏈管理提供肥沃土壤



“ Being an agricultural provider, global standards play an important role for us to build trust in the markets and assist us to comply with government regulation. We expect global standards can continue to add values to our supply chain and build modernized model for our industry.

作為農產品供應商，全球化標準對我們非常重要，協助公司在市場建立信任及符合政府的規定要求。我們期望全球化標準會繼續為我們的供應鏈增值，在農產品行業創立出現代新模式。

Mr. Kenneth Chan, CEO, Rich Harvest Agricultural Product
豐泰農產品有限公司總裁陳峰先生

Challenges

With 8 farmlands in China, Rich Harvest Agricultural Product supplies more than 30 tonnes of a multitude of agricultural products to restaurants, supermarkets and hotels in Hong Kong and Macau every day. Fresh vegetables are harvested in Guizhou and imported to both locations through Guangzhou distribution centre.

In meeting the exacting demands of the health-conscious consumers, the company has attained recognition by Guizhou Agricultural Bureau as qualified agricultural products provider. They took one step further in registering their products to Guizhou Agricultural Product Quality and Safety Tracking System, and furthermore were determined to maintain an end-to-end traceability system to strengthen consumer confidence.

However, the system set-up turned out to be immensely challenging because along the supply chain, there involves exhaustive and complicated processes, such as cross-border transportation and last mile delivery, and multiple stakeholders from farmers to logistics service providers, and governments to retailers. In addition, the product data requirements and procedures also caused much headache to the company.

挑戰

豐泰農產品有限公司在中國內地擁有八幅農地，每日向港澳兩地的餐廳、超市及酒店供應逾30噸農產品。豐泰供應的新鮮蔬菜於貴州收割後，旋即會送往廣州的配送中心進口至港澳兩地。

為滿足注重健康的消費者的高要求，公司獲取了貴州省農業局的認證，成為其合格農產品供應商，並進一步將其產品送往貴州農產品質量和安全追蹤系統註冊。公司堅持要擁有一套點對點的產品追溯系統，以增強消費者信心。

然而，設立該系統的過程相當具挑戰性，因供應鏈有不少環節涉及仔細且繁複的程序，例如跨境運輸的手續、「最後一里交付」，並牽涉農民、物流服務供應商、政府及零售商等多方的配合。此外，系統對產品資料的要求和資料收集過程也令公司很困擾。

About the Company

Founded in 2006, Rich Harvest Agricultural Product Limited's business covers agriculture farming, processing, trading and logistics, delivering high-quality and safe agricultural products to Chinese customers and exports to Hong Kong and Macau. Rich Harvest currently owns 8 vegetable farms and plans to expand its farmland to 100,000 hectares in 3 to 5 years.

公司簡介

香港豐泰農產品有限公司成立於2006年，主要經營農產品種植、加工、進出口貿易、物流等，將安全、高品質的蔬菜直接配送國內客戶及出口至香港及澳門。豐泰農產品現擁有8個蔬菜種植基地，更計劃在未來3-5年期間把耕地增加至十萬畝。



Solutions

GS1 Hong Kong's Supply Chain Management Professional Service (SCMPS) Team was called to evaluate the performance of Rich Harvest supply chain. The team visited the farmland in Guizhou, all the way down to its Guangzhou distribution centre, in order to achieve a full picture of the current roles, business steps and performances of all relevant parties.

The team subsequently mapped out a comprehensive implementation blueprint that aimed to realise an efficient and robust end-to-end traceability process. GS1 HK's affordable technologies, like barcode and RFID, were recommended to assure the product data are captured properly throughout the supply chain. Also suggested were Global Data Standards (GDS) and ezTRACK™ platform to ensure compliance with government requirements on food products and interoperability among the many stakeholders. With these solutions in place, Rich Harvest's clients need only a simple scan of the products and the whereabouts information and other health-related reports can be immediately displayed, which helps boost their trust.

Since opening its first retail store in Hong Kong, Rich Harvest has been planning to launch the traceability extension to consumers through Serialized Global Trade Item Number (SGTIN) in 2019, ensuring food safety and promoting brand building with this unique feature.

解決方案

香港貨品編碼協會的供應鏈管理專業服務(SCMPS)團隊獲邀為豐泰評估其供應鏈的表現。團隊前往公司於貴州的農地考察，沿著供應鏈的路徑一直往廣州的配送中心，沿途視察以全面了解所有相關方所擔當的角色、業務工序及其表現。

團隊隨後規劃出一個全面的解決方案實施藍圖，旨在製定出一個高效、緊密的點到點可追溯性物流程序。香港貨品編碼協會建議豐泰使用如條碼及RFID等這些經濟實惠的技術，方便在供應鏈的不同部份準確獲取產品數據。本會並建議豐泰採用全球數據標準(Global Data Standards)和ezTRACK™平台，以確保系統符合政府對食品的合規要求，以及眾多持份者之間的相互操作性。有了這些解決方案，豐泰的客戶只需要對產品進行簡單掃描，就可以立即取得其行蹤信息和其他與健康相關的資訊，有助提升他們對食品的信心。

豐泰在香港開設第一家零售店之後，便計劃於2019年將追蹤流程擴展至消費者層面，包括應用全球貿易貨品編碼序號(Serialized Global Trade Item Number, SGTIN)的獨特功能，確保食品安全、加強品牌推廣。

Benefits

Since employing SCMPS' advice on supply chain management, Rich Harvest is able to enhance their operations:

- 1 • The time for processing documents with the exporters and importers was reduced by 20 percent;
- 2 • Efficiency gains in communication increased by 30 percent with the data consolidated under one platform and standardization across multi-parties;
- 3 • Expect to achieve end-to-end traceability to enhance clients' engagement and trust.

效益

自採用SCMPS的供應鏈管理建議，豐泰改善了多方面營運能力：

- 1 • 處理出口商和進口商的文件所需時間減少20%；
- 2 • 由於數據整合在同一平台，讓眾多持份者以標準化形式交流，令溝通效率提升30%；
- 3 • 透過點到點的可追溯的系統，有望提升與客戶的關係及信任度。



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