



NOVOTEK 

# Novotek Improves FrieslandCampina's Customer Transparency with GE Digital Solutions

Cutting-edge application allows customers to see where their milk comes from



# The link between production and consumers

GE Digital applications are deployed to improve production while reducing costs. Novotek, a GE Digital partner, has implemented these applications at FrieslandCampina sites to support these objectives, and has been working with FrieslandCampina for more than 20 years.

For this implementation, FrieslandCampina refreshed its approach by investing in a new application from GE Digital and implementing full redundancy to virtually eliminate downtime and simplify controller backup. GE Digital's applications now help FrieslandCampina provide visibility to its consumers to know which farmer their milk comes from.

The transparency about the product origin has contributed to FrieslandCampina's sales, performing better than comparable products on the market. Edwin Crombags and Joost Dijkstra, Marketing and Brand Managers at FrieslandCampina, were more than pleased with these positive results.

# How it works

FrieslandCampina used GE Digital solutions for production tracing and tracking to turn its complex data registration into simple, easy to use real-time analytics. During production, each time the milk is transferred from one location to another it gets recorded automatically. The combined data tells exactly where the milk comes from and refers to a unique production code that is printed and shows the link between the packed milk and its farmer.

The consumer can look online to see which farmer delivered the milk purchased. Not only does this make it easy to conduct internal audits, it also shows customers the local footprint of the brand.

*"It is nice to see that consumers are really interested in finding the farmer who produced the milk. The farmers also allow consumers to come visit the milk farms," **shared Dijkstra***





# Local product transparency

Crombags explains, “Campina Boerenland is sold in the supermarket and in the out-of-home channel, and is positioned as dairy with the pure and rich taste of the farmland. We want consumers to have transparency in how the product is made and where the milk in the product comes from. This is the reason that we have made this step from a marketing perspective and invested in this application.”

Crombags adds, “Zuivel Zuivel is sold in organic retailer stores. The products are organic or have biodynamic quality. This gain is endorsed by the labels Skal (biological) and Demeter (Biological dynamic), but even more by the farmer who talks about the way he works.” Zuivel Zuivel has the added value that the consumer can return to the origin of the product, to the farmer, and his way of working.

The implementation of GE Digital solutions was seamless since FrieslandCampina already had experience working with Novotek and the dairy company is pleased with its current state of operations. Since installing the software, the company has seen an increase in productivity due to a reduction in manual work for tracking and tracing. The GE Digital applications deployed make it easier to gather the necessary information about the origin, driving transparency.

GE Digital solutions help FrieslandCampina to deliver full transparency to its customers:

- Plant Applications
- Historian
- iFIX

*We can now take the consumers all the way back to the source of the production. We can proudly show that all the farmers are part of the Dutch FrieslandCampina cooperation. This approach of transparency and pride in the product fits in the cooperative philosophy—a force that we use in communicating with our consumers.”*

**Joost Dijkstra, Brand Manager at FrieslandCampina**





## About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive, and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure, and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology, and scale, GE delivers better outcomes for customers by speaking the language of industry.

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