



Case Study: Focus on the Fruit & Vegetable Industry *wenda*

About APOFRUIT

On the international scene for over 50 years, Apofruit Italia is a cooperative company that works with its own processing facilities and producer members in all of Italy, combining constant growth with the mission of developing the greatest possible specialization in the Country's main fruit and vegetable products.

APOFRUIT in numbers



Fruit and vegetables distribution



International scope



50+ yrs experience

How we helped

Challenges

Apofruit needed to comply with large-scale retail Food safety regulations and to provide consumers with top quality and adequate shelf-life products, with regards to shipments of strawberry boxes from southern Italy markets in Scanzano Jonico (MT) to central-northern Italy markets and abroad.

Solution

Wenda provided Apofruit with access to the Wenda information management hub, enabled for real-time temperature monitoring and geolocalisation via proprietary algorithms and commercially available data loggers. Integrity alarms in a single dashboard and a sharp overview of the hazards along the chain. granting the possibility to prove regulatory compliance with objective data and to ensure Food safety, holding full cold chain visibility.

Benefits

- 100% increase in cold chain visibility for Apofruit on each journey activated on the Wenda hub
- Objective data availability to prove regulatory compliance
- Greater control of internal processes
- Greater environmental and economic sustainability



Wenda, who we are

Wenda is an Italian startup supported by international investors, collaborating with primary Brands in the Food & Beverage sector, from producers, to retails, logistics and insurances.

Wenda is its people: a team of experienced and young innovators committed in contributing to the creation of a sustainable food chain.

