

Focus on the Fruit&Vegetables Industry



It's a success!

"Kettle Produce España is very pleased with the collaboration with Wenda, since it allows us to employ a very effective and flexible tool to monitor our goods. For the characteristics of the products we work with, it is crucial to be able to control and have first-hand, real-time information on the situation. All this enabled us to get ahead of potential issues with unloading processes and to solve them already during the shipment phase, so that we can deliver the product in perfect conditions and, above all, at the correct and required temperature. A great success!"

wenda

About Kettle Produce Espana

Kettle Produce España was founded in 2003. It plants, harvests, prepares and delivers its produce with an effective response capacity, to supply fresh products at their optimal moment of ripeness and preserving all their flavour characteristics. Products are controlled from seed to customer, by selecting the varieties that best suit commercial programmes, chosen according to their climatic and water conditions.

Kettle Produce Espana in numbers



6000 m² facilities



16 years experience



10 different products

How we helped

Challenges

Kettle Produce España needed to monitor its loads to establish if any temperature or location issue would arise during transports. It needed also to find a way to communicate automatically all the integrity data of each shipment to both its spread centers, since it must comply at all times with Food Safety, cold chain regulations, clients requirements.

Solution

Wenda's digital platform enabled Kettle Produce España to observe in a single dashboard eventual integrity alarms regarding the preservation of vegetables during their journey, and provided a sharp overview of the hazard points along the chain during the whole 2019 vegetables commercial season. Also, Kettle Produce España was able to determine that the timeframe for the arrival of its shipments was within the terms of the agreement reached with the logistics provider.

Benefits

- Support in delivering a full shelf-life product
- Supply chain collaboration within the distribution centers
- 100% increase in end-to-end supply chain visibility
- Availability of objective data for claims



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.

