

Sustainable Supply Chain Practices in the Food Industry: Lessons from a Food Chain Company

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Abstract

This case study examines the supply chain management practices of a restaurant chain called Fresh Eats. The company's focus on local sourcing, inventory management, quality control, and centralized distribution has enabled it to maintain a reliable and efficient supply chain, ensuring that each store has a steady supply of fresh ingredients. By prioritizing these practices, Fresh Eats has been able to provide fresh, healthy meals to its customers consistently. This case study demonstrates how food chain companies can improve the quality of their products, reduce waste, and create a more sustainable supply chain by implementing effective supply chain management strategies.

Keywords: Sustainable supply chain practices, food industry, manufacture and distribution, consumer preferences, fluctuating demand

INTRODUCTION

Any firm that operates a food chain understands the importance of supply chain management, which involves coordinating all actions related to the manufacture and distribution of items, from obtaining raw materials to providing customers with finished goods. In this case study, we will examine the supply chain management practices of a restaurant chain called Fresh Eats [1].

Background

The food industry is a complicated, fiercely competitive, and dynamic sector. With changing consumer preferences, supply chain disruptions, and increasing sustainability concerns, food chain companies are facing new challenges and opportunities.

The success of food chain firms depends on their use of efficient supply chain management techniques. Companies may maintain consistent product quality, lower waste, and boost efficiency by regulating the flow of goods and services from suppliers to customers. However, supply chain

management in the food industry is particularly challenging due to the perishable nature of food products, fluctuating demand, and the need to maintain strict food safety standards [2].

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This case study aims to examine the supply chain management practices of a food chain company to understand how it manages these challenges and contributes to its success. By analyzing the company's practices and strategies, this case study will provide insights and recommendations for food chain companies looking to improve their supply chain management practices.

RESEARCH METHODOLOGY

1. *Research question:* The research question for this case study is: What are the key supply chain management practices used by a food chain company and how do they contribute to the company's success?
2. *Data collection:* Data collection for this case study would involve a combination of primary and secondary sources. Primary sources could include interviews with company executives and managers involved in supply chain management, as well as site visits to observe the supply chain operations. Secondary sources could include industry reports, academic research, and news articles.
3. *Data analysis:* Qualitative research techniques like content analysis and thematic analysis will be used to examine the data gathered from primary and secondary sources. The goal of the analysis would be to identify the key supply chain management practices used by the food chain company and how they contribute to the company's success.
4. *Case study development:* Based on the data analysis, The case study describes the company's supply chain management practices and how they contribute to the success of the company.
5. *Peer review:* The case study would be reviewed by peers in the industry and academics with expertise in supply chain management to ensure accuracy and validity.
6. *Conclusion:* The case study is finished by outlining the significance of good supply chain management practises for food chain enterprises and summarizing the major results.

PROBLEM

Supply chain management presents a variety of difficulties for food chain businesses. One of the primary challenges is ensuring consistent product quality and safety, while also managing the complex logistics of sourcing, processing, and distributing food products. This is particularly challenging in the food industry due to the perishable nature of food products, fluctuating demand, and the need to maintain strict food safety standards [3].

Another difficulty is striking a balance between affordability and effectiveness and sustainability and social responsibility. With increasing consumer demand for sustainable and ethical food products, food chain companies must find ways to reduce their environmental impact, improve working conditions for farmers and suppliers, and ensure transparency in their supply chain practices [4].

The availability and pricing of raw materials and final goods can be affected by weather-related events, natural disasters, and geopolitical challenges, which food chain enterprises must also deal with [5].

The problem statement for this case study is to identify the key challenges faced by food chain companies in supply chain management, and to examine how a particular food chain company has addressed these challenges through effective supply chain management practices [6]. By understanding the challenges and opportunities in supply chain management for food chain companies, this case study aims to provide insights and recommendations for other companies looking to improve their supply chain practices [7].

Fresh Eats is a fast-casual restaurant chain that offers fresh, healthy meals to customers. With a growing number of stores across the country, managing the supply chain for each store is becoming increasingly complex. The company needs to ensure that all stores have a steady supply of fresh ingredients to maintain the quality of its food and satisfy customer demand [8].

SOLUTION

Effective supply chain management is critical for food chain companies to ensure consistent product quality, reduce waste, improve efficiency, and meet sustainability and social responsibility goals. Implementing best practises and strategies to streamline the movement of goods and services from suppliers to customers is the answer to the supply chain management problems that food chain enterprises confront [9].

1. One option is to concentrate on obtaining raw materials and finished goods locally. By sourcing locally, food chain companies can reduce transportation costs, support local economies, and ensure fresher and higher quality products. This can be achieved by working closely with local farmers, suppliers, and distributors to establish reliable and efficient supply chains. Fresh Eats sources most of its ingredients from local farms and suppliers, which helps to reduce transportation costs and support local farmers. The company's food is also guaranteed to be fresh, healthful, and sustainable thanks to this policy. By sourcing locally, Fresh Eats is able to reduce transportation costs and minimize the carbon footprint of its supply chain [10].
2. Using technology and data analytics to enhance inventory management is another option. Companies in the food chain may optimise production, prevent waste, and make sure that items are always in stock and accessible to customers by keeping an eye on inventory levels and demand trends. Fresh Eats uses inventory management software to track inventory levels in real-time. This helps the company to forecast demand, plan production, and avoid overstocking or understocking. By accurately tracking inventory levels, Fresh Eats is able to minimize waste and ensure that each store has the products it needs when it needs them.

Quality control is also essential to ensuring consistent product quality and safety. Companies that produce food can put strict quality control procedures in place at every stage of the supply chain, from sourcing raw ingredients to processing and distributing finished goods. This can include regular testing and inspections, as well as working closely with suppliers to ensure compliance with food safety regulations. Fresh Eats has a rigorous quality control process in place to ensure that all ingredients meet its standards for freshness and quality. The company works closely with suppliers to ensure that they meet these standards. Fresh Eats also employs a team of quality control specialists who inspect all ingredients before they are used in the company's recipes.

3. Finally, centralized distribution can help food chain companies to reduce transportation costs, improve efficiency, and ensure timely delivery to customers. By consolidating distribution centers and using advanced logistics technology, food chain companies can optimize delivery routes, reduce fuel consumption, and improve customer service. Fresh Eats uses a centralized distribution model where all ingredients are shipped to a central warehouse, inspected for quality, and then distributed to individual stores. This approach allows the company to have more control over its supply chain and reduce transportation costs. By centralizing distribution, Fresh Eats is able to ensure that each store has a reliable supply of fresh ingredients [11].

Overall, the solution to the challenges faced by food chain companies in supply chain management involves a combination of best practices and strategies to optimize the flow of goods and services from suppliers to customers. By implementing these practices, food chain companies can achieve greater efficiency, consistency, and sustainability in their supply chain management, leading to improved business performance and customer satisfaction [4].

RESULTS

By implementing these supply chain management strategies, Fresh Eats has been able to maintain a reliable and efficient supply chain, ensuring that each store has a steady supply of fresh ingredients. The company has reduced shipping costs and supported regional farmers as a result of its emphasis on local sourcing. The inventory management software has improved forecasting accuracy and reduced waste, while the quality control process has ensured that the company's food is of consistently high quality. The centralized distribution model has enabled Fresh Eats to reduce transportation costs and maintain a reliable supply chain.

CONCLUSION

The case study has shown that effective supply chain management practices are critical to the success of food chain companies. By implementing best practices such as local sourcing, inventory management, quality control, and centralized distribution, food chain companies can ensure a reliable and efficient supply chain, leading to consistent product quality and reduced waste.

Additionally, this case study emphasises the significance of ongoing development in supply chain management procedures. As the food industry continues to evolve, companies must adapt to changing consumer demands, supply chain disruptions, and sustainability concerns. By embracing new technologies, collaborating with suppliers and stakeholders, and prioritizing sustainability, food chain companies can create a more resilient and sustainable supply chain that benefits both the company and its customers.

In conclusion, Fresh Eats' supply chain management practices are a critical factor in the company's success. The company's focus on local sourcing, inventory management, quality control, and centralized distribution has enabled it to maintain a reliable and efficient supply chain. By prioritizing these practices, Fresh Eats has been able to provide fresh, healthy meals to its customers consistently. By implementing these practices, food chain companies can improve the quality of their products, reduce waste, and create a more sustainable supply chain.

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