



Case Study

Deardorff Family Farms



When Deardorff Family Farms moved to their larger, state-of-the-art facility in Oxnard, CA, they doubled their cold storage space and shipping volume. With a 75% increase in pallet storage capacity and a 20% increase in employee hours, their paper-based picklist system was no longer adequate for efficient product tracking and inventory management.

“ Fulfilling orders with handheld devices instead of pick tickets created invaluable operational efficiencies, ... Not only did it cut down on paperwork, but it also increased accuracy for loading, essentially eliminating misloads.

— said Scott Deardorff, Vice President.

RedLine Solutions enabled Deardorff to track and measure employee performance and resource allocation, resulting in a more efficient and profitable operation with streamlined workflows and improved inventory accuracy.

Deardorff Family Farms Achieves Greater Efficiency With RedLine Solutions

Customer	Deardorff Family Farms
Headquarters:	Headquarters: Oxnard, CA
Business Focus	Leading fruit and vegetable grower-shipper with a commitment to sustainable and consumer-conscious farming practices
Operational Environment	State-of-the-art facility with doubled cold storage space
Weekly Volume	75% increase in pallet capacity
Solution Deployed by RedLine	Modern inventory management and data collection system integrated with the existing grower accounting system
Operational Benefits	<ul style="list-style-type: none"> • Eliminated paper-based pick tickets • Increased loading accuracy • Virtually eliminated misloads • Enhanced employee performance tracking • Improved resource allocation • Complete data visibility from pallet creation through shipping • Streamlined workflow with handheld devices



Deardorff Family Farms

When fruit and vegetable grower-shipper Deardorff Family Farms moved to their larger, state-of-the-art facility in Oxnard, CA, they significantly increased both their space and product output. Their cold storage space doubled, increasing pallet storage capacity by 75%. Deardorff also doubled their shipping volume, which led to a 20% increase in employee hours. These expansions created a critical need for more efficient product tracking and inventory management.

The Business Challenges

Deardorff's paper-based picklist system had become increasingly problematic in its expanded operation. The manual process was susceptible to errors at multiple points in the workflow and consumed substantial amounts of paper. Management also lacked visibility into workforce efficiency metrics that would allow them to optimize employee and equipment deployment.

Safety and sustainability were significant priorities for Deardorff Farms, reinforcing their commitment to executing consumer-conscious farming business practices. Their paper-intensive processes ran counter to these environmental values.

Additionally, while the company was eager to implement a modern inventory management system, it was concerned about potential difficulties and costs during installation. Therefore, it needed a solution that would be easy to implement and manage within its existing operational framework.

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Solution Implementation

Deardorff Farms selected RedLine Solutions, which implemented a cooler management solution that integrated seamlessly with their existing grower accounting system. This compatibility made training and implementation fast and straightforward, minimizing disruption to their operations.

The new software was configured specifically to Deardorff's operational needs. It included user-friendly mobile scanners for granular pallet location tracking, giving workers precise information about product locations in the cooler.

“ Efficiency improvements were realized quickly after implementation. “Fulfilling orders with handheld devices instead of pick tickets created invaluable operational efficiencies, ... Not only did it cut down on paperwork, but it also increased accuracy for loading, essentially eliminating misloads.”

said Scott Deardorff, Vice President.

Deardorff's pallet tags were redesigned as part of the solution for better readability and functionality. This enhancement provided the level of product visibility the company wanted—complete data transparency from pallet creation through all storage locations and shipping.



Results and Benefits

After implementing RedLine's electronic data collection process, Deardorff Family Farms experienced significant operational improvements:

Enhanced Accuracy and Efficiency:

The move from paper pick tickets to handheld devices dramatically reduced errors and streamlined the order fulfillment process. Misloads became virtually nonexistent, improving customer satisfaction and reducing costly correction shipments.

Improved Performance Tracking:

The system gave management new visibility into employee performance and resource allocation. This data allowed for more informed decisions about staffing and equipment usage, optimizing overall operational efficiency.

Paperwork Reduction:

Eliminating paper pick tickets aligned with Deardorff's sustainability goals while simultaneously reducing administrative burden and error potential.

Comprehensive Data Visibility:

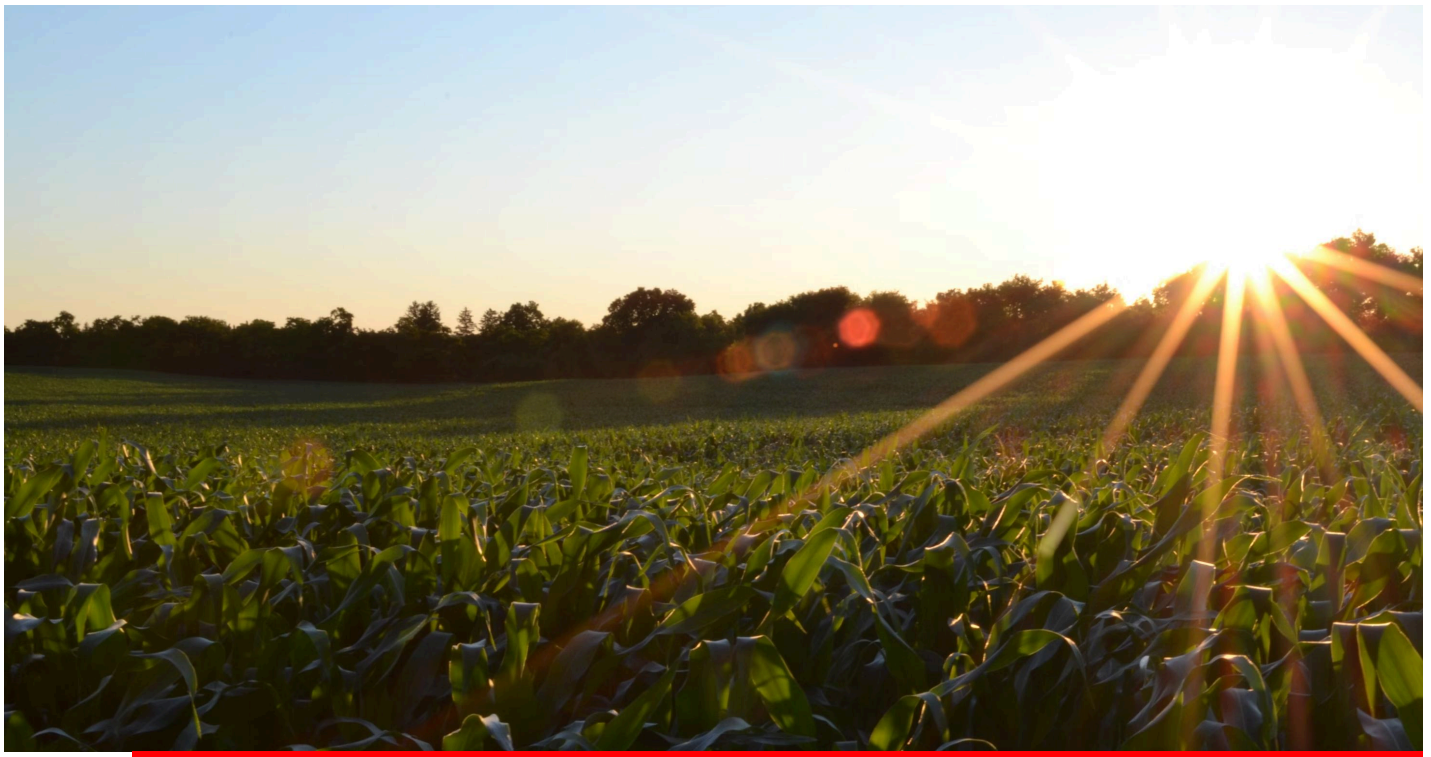
The solution provided complete traceability from the creation of a pallet through all its movements and eventual shipping, improving inventory control and accountability.

“ *It has allowed us to track and measure employee performance and resource allocation. We now operate at a whole new level of efficiency that saves time and money. With this solution, Deardorff Family Farms is a more efficient and profitable company.*

RedLine Solutions

RedLine has worked with growers, packers, shippers, and distributors of fresh produce for over 20 years. Since its inception, Todd Baggett, CEO, has been deeply involved in the Produce Traceability Initiative (PTI). RedLine partners with industry-leading hardware manufacturers to ensure that customers have access to the latest available technologies.

RedLine's experienced sales team will help you define the most efficient and cost-effective solutions for your operation. The team can help plan, install, and commission your new system, so you can rely on them for excellent long-term support.



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