

Mattigtaler Lamm

No more sleepless nights counting sheep . . .
GS1 Trace offers peace of mind with full
chain traceability



Challenge

As a producer of high-quality lamb meat products, Mattigtaler Lamm wanted to provide one of its largest retailers, METRO, as well as its consumers with complete, accurate information about its lamb meat products.

Solution

By using GS1 Trace, the traceability service offered by GS1 Austria, Mattigtaler Lamm has access to all types of information about its lamb products—with the push of a button. GS1 Trace enables the producer to trace information about the products, to include every processing step in detail. GS1 identifiers encoded in GS1 barcodes provide the necessary foundation for the traceability solution.

Benefits

- Increases visibility for Mattigtaler Lamm and its retailers, of lamb meat products as they travel from pasture to plate
- Sets Mattigtaler Lamm apart from the competition by providing retailers with valuable product data that, in turn, helps them to increase efficiencies and meet consumer demand for information
- Helps Mattigtaler Lamm drive greater efficiencies in its business operations based on increased access to product and traceability data

Maintaining high standards

Since 2003, Mattigtaler Lamm has been breeding sheep on its lush, green meadows. The producer maintains its own up-to-date slaughter facility, adhering to strict EU regulation and its own high standards.



Consumers want to know how and where lambs are raised. GS1 Trace enables Mattigtaler Lamm to provide this information to retailers.

Alexander Schwab, Managing Director of Mattigtaler Lamm, attributes the special quality of its products to the "near-natural husbandry of the animals and our company's high standards that our partner companies must also adhere to." The upper-Austrian company not only stands out when it comes to the quality of its products, but also positions itself as a flagship company regarding traceability along the value chain.

"If we want to get information about a particular lamb, we don't need to run a long search," says Schwab. "Everything is transparent for us."

Information at your fingertips

"Especially when it comes to lamb, there is strong competition from abroad, for example from England," explains Schwab. "Consumers in retail and gastronomy look closely at where an animal comes from before landing on their plates!"

The need for consumer-mandated information is fulfilled at Mattigtaler Lamm with GS1 Trace, a traceability service from GS1 Austria.

Schwab originally introduced the service due to its collaboration with METRO, one of its large retailer customers. METRO also uses GS1 Trace in its supply chain to trace fresh fish and fresh meat products. In addition to serving METRO, Schwab has extended the use of GS1 Trace to benefit Mattigtaler Lamm's online shop where all information about its lamb products can be retrieved with the push of a button.

One code – many opportunities

The foundation for GS1 Trace is comprised of GS1 identifiers. Companies and their locations are each identified with a Global Location Number (GLN) and the Global Trade Item Number® (GTIN®) encoded in a GS1 barcode, is used to uniquely identify each lamb product globally.

At Mattigtaler Lamm, the GS1 identifiers are encoded in a GS1-128 barcode. In addition to product identification, data needed for traceability such as weight, durability and batch number, are also included and transferred to the point-of-sale and, therefore, the consumer.



GS1 identifiers encoded in a GS1-128 barcode, which provides the foundation for GS1 Trace.

"GS1 Trace not only gives us a clear advantage in working with wholesale trade, but also helps stand out from competition."

Alexander Schwab,
Managing Director Mattigtaler Lamm

Mattigtaler Lamm – by the numbers



2003 founded

10,000 lambs are
slaughtered every year

130,000 kg of delivered
goods in 2018

50 weeks of delivering
products per year

Alexander Schwab of Mattigtaler Lamm relies on near-natural animal husbandry and complete traceability, enabled by GS1 standards.

Read more about Mattigtaler Lamm at
www.lammfleisch.at.

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