**Results**

<table>
<thead>
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<th>Approach</th>
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**Alimentaria San Francisco**

Alimentaria San Francisco is an SME dedicated to the production and commercialisation of bakery, confectionery and pastry products based in Argentina.

**Challenge**

To meet the demand coming from the retail shelves to have safe products and to be more transparent with customers and consumers.

**Approach**

They worked with GS1 Argentina in order to automate their traceability system. Today they have systems enabling automatic data capture, with high data quality, possibility of integration in the information systems of their clients, tracking till the first distribution line and have a more secure product recall process in case it would be needed.

**Results**

- **More efficient data collection and streamlined business processes**
- **Improved the accuracy, consistency and security of data**
- **All information is now in a single location**
- **Control of shrink and loss prevention**
- **More easily respond to complex data requests**
- **Accurate access to customers’ information and history**