



Customer Success Story

David Elliot Poultry Farm

Scranton, PA

Customer Profile

David Elliot Poultry Farm has been in the poultry business since 1940 when it was just a small hatchery that sold live baby chicks to farmers. However as times changed, the business expanded, quickly outgrowing the small hatchery operation and today they specialize in the slaughtering and dressing of kosher and all natural wholesale poultry products. Based in Scranton, PA they typically service an average of 40-50 customers each week and have a total customer base of more than 250. They've been a *FoodConnex* user since 2005.

Business Challenge

With the continued fear of bird flu, salmonella, and E.coli the highly regulated food industry is becoming even more so. To meet new regulations and demands of the consumer, food distributors need to have the ability to prevent, prepare for and react to recalls. Shlomo Fink, one of the owners of David Elliot Poultry Farm, understood that need and realized how unprepared and exposed his company was. "It is all about accurate tracking and reporting," Shlomo says. "Our biggest challenge before *FoodConnex* was accurately tracking our products."

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Shlomo Fink
Owner

Our Solution

After an onsite demo of the *FoodConnex* software at David Elliot, Shlomo says, "We were solidly impressed. *FoodConnex* seemed to be made to fit us and our business needs. The automated scanning systems that *FoodConnex* provides gave us lot control tracking at the receiving and shipping points of our products. Increased accuracy and the time saved on billing have been an enormous benefit to us. Now it's as simple as scanning a bar code, hitting the invoice button, and it's done. The product recall reports gave us the data we needed so we could make quick and accurate decisions.

In addition to the superior software, the *FoodConnex* service and support staff members have been great. Whenever we encounter any problem we know we can count on the support staff to work us through it in no time."

Positive Business Results

With the implementation of *FoodConnex's* capabilities David Elliot Poultry Farm is not only saving time and money but now they and their customers also have the protection of an efficient and effective tracking system. As Shlomo points out, "My company's number one priority is and will always be our customers. Providing our customers with healthy all natural products day after day is our goal. And with the product recall tracking and reporting capabilities of *FoodConnex* we not

only can protect our customers from unsafe poultry products but protect the company as well. We've never had a product recall here at David Elliot Poultry Farm in any of the 60 plus years that the company has been in operation. However, if a problem should occur, having *FoodConnex* provides us with a shield of protection. *FoodConnex* provides us with the ability to thoroughly prevent, prepare for, and react to recalls at a moments notice. It's easy to measure how much money we save each year with *FoodConnex* but it's the peace of mind that comes along with being a *FoodConnex* customer that has provided us with the many intangible benefits that we simply can not measure in numbers alone."