

Case Study: Second Harvest Food Bank Process Automation

Expanded partner program with efficient ordering, production, delivery, compliance, and accounting to maximize daily productivity



Second Harvest Food Bank

Industry: Non-Profit Food and Beverage
Location: Orlando, FL
Size: 120 employees
Website: <http://www.feedhopenow.org>

Company Bio

Second Harvest Food Bank of Central Florida is a private, nonprofit organization that collects, stores and distributes donated food to more than 550 feeding partners in six Central Florida counties: Brevard, Lake, Orange, Osceola, Seminole and Volusia. Last year, with the help of numerous donors, volunteers and a caring, committed community, the food bank distributed nearly 58 million meals to partner programs such as food pantries, soup kitchens, women's shelters, senior centers, day care centers and Kids Cafes.

Overview

Second Harvest Food Bank of Central Florida is committed to eliminating food insecurity throughout Central Florida, which inspired the development of a production kitchen that supplies thousands of meals each day to nearly 100 local meal sites. Management of this kitchen program created a time and resource-intensive challenge for the private non-profit organization, preventing growth in new partnerships due to a lack of supporting infrastructure. In order to provide a more efficient program, Second Harvest needed to develop highly effective automated processes to streamline everything from meal selection to production and delivery. These processes were necessary across the business to increase daily productivity, maintain governmental compliance through flawless reporting, and simplify billing.

"Nearly a half million of our neighbors need help with food in Central Florida at some point during the year."

- Dave Krepcho
President & CEO, SecondHarvest Food Bank

The Challenge

The Second Harvest Food Bank team has been highly reliant on manual processes in this specific area of their business. The organization's Production Kitchen provides meal planning, production, and delivery to nearly 100 locations where meals are served in the community. Excel spreadsheets are used for tracking and management, allowing for a high likelihood of human error and substantial time spent tracking menu preferences, partner preferences, and delivery options.

The local meal sites require detailed compliance reporting in order to receive the funding necessary to continue providing food for their clients in need. Maintaining governmental compliance documents for each partner involves extensive document management, costing Second Harvest employees hundreds of hours a year. Without standardized processes in place, Second Harvest has been limited in the growth potential for expanding their Production Kitchen partnership.

The Approach

GoldFinch saw that, while Second Harvest was impactful in its partnership development with dozens of meal sites, many opportunities remained to improve the partner program effectiveness and simplicity of managing those relationships through automated process development. The current system limited the organization's ability to consider further growth of the program due to the amount of manual reporting required to maintain each partner relationship.

To determine the best software solution to meet Second Harvest's needs, we reviewed and documented current business practices around creating partner-specific menus and combining partner program requirements to create a functional daily production flow. To do this, the customer relationship management tool needed to work in tandem with the manufacturing process automation to ensure the correct partner received the correct order on a regular recurring schedule.

GoldFinch's combined ERP & CRM software was integral in building out automation. This software, built entirely on the Salesforce platform, communicates in real-time, so orders are recorded, processed, and delivered on time, no matter where the Second Harvest employee accesses the system. Plus, our software offers Second Harvest the added comfort of having all of their data saved to the cloud, ensuring that federal compliance documents, partner data, and billing information is protected against accidental loss or cyber attacks.

The Solution

Using our combined ERP & CRM software, we developed a robust manufacturing process with an automatically generated 5 week rotational menu for each partner site. From here, we established detailed production instructions, which are automatically sent to production line employees every morning to detail the specific work needed to fulfill on that day's partner orders. Completed orders are then prepared for delivery and delivered successfully to partners twice a day by truck. Our real-time data exchange across these programs built on the Salesforce platform eliminates downtime between each stage for maximum productivity. All information processed within this system is tracked within the ERP & CRM software for simplified compliance, partner relationship management, and billing.

Ultimately, we worked with Second Harvest to turn a highly manual partner program into a self-perpetuating daily process by:

- automating the planning, production, and delivery of daily meals to nearly 100 meal sites,
- increasing meal and delivery options for partners,
- simplifying compliance management and billing per partner,
- and eliminating manual management of the partner program.

These processes allow Second Harvest Food Bank to expand the great work they are doing across the Central Florida area by simplifying the management of current partners and focusing efforts on developing new partnerships.



"GoldFinch was the solution we needed to streamline our management of one of our most important programs."

- Bill Collins
COO, Second Harvest Food Bank



The Results

Second Harvest's Production Kitchen now practically runs itself! We completely eliminated the use of Excel spreadsheets throughout the program by shifting all data management and processing into the ERP software. Instead, our system develops informative, automatically sent reports when a meal order is processed. These reports, complete with bar codes, are mobile-ready on the production line, eliminating errors and improving efficiencies between the planning, production, and delivery stages of each partner meal site order. Because each menu and order corresponds with customer data in the CRM, we established reporting standards to help Second Harvest plan for the proper demand and consumption of menu items in advance. This data is immensely useful in showcasing the success of the program to new potential partner sites.

Another major objective of this program was to simplify the experience for partner sites, both in ordering meals and maintaining compliance. First, we improved the user experience for Second Harvest's meal sites by building in functionality to easily modify daily menus to partner requirements without negatively impacting the production line. Then, through our combined ERP & CRM system, we developed functionality to simplify compliance by creating automatic governmental compliance reports to show daily production and deliveries. We also built out nutritional and allergen requirements to remain compliant with each respective partner's needs.

By using the Salesforce platform to build Second Harvest's software solution, all data is accessible anywhere, anytime by approved users, allowing employees to control their production, delivery, and partner site relationships across all five counties. With detailed order tracking analytics, integrated barcode scanning, accounting and customer management systems, and operations management, this software is helping Second Harvest successfully impact even more people in the Central Florida area standardizing daily production and offering new ways for the non-profit to appeal to partners. Our 100% native Salesforce ERP & CRM software solution offers a 360 degree view of Second Harvest's partners and production processes at all times, facilitating the organization's rapid growth and scalability.



"Overall efficiency of our Production Kitchen program has now been moved forward by a quantum leap."

- Dave Krepcho,
President & CEO, Second Harvest Food Bank



About Goldfinch Food ERP

GoldFinch is a leading food software organization dedicated to providing affordable, easy-to-use business management solutions designed for the unique needs of small and mid-sized food and beverage businesses. With over 30 years of software experience, GoldFinch creates software solutions that help food manufacturing and distribution businesses adapt to the marketplace and grow through better cross-team collaboration, heightened productivity, and process improvements. Learn more about GoldFinch's cloud-based ERP and CRM solutions at www.goldfinchfooderp.com.