



Feed Management Systems Customer Case Study



Custom feed provider turns to Feed Management Systems to provide better integration, better tracking, and better service.

Overview

Customer Profile

NEW Feeds, a feed manufacturer located in Fort Dodge, IA, operates three feed mills. They provide customized bulk rations, grind and mix, for swine, beef, poultry, and horses, producing 375,000 tons annually.

Situation

With the old system no longer working for NEW Feeds, they were looking for an integrated system to reduce errors, save time and provide tracability.

Solution

NEW Feeds, implemented Feed Mill Manager™ and Microsoft Dynamics™ GP to run multiple feed mill location.

Benefits

- Integration: mills and financials
- Fewer errors, faster orders
- Centralized invoicing
- Inventory traceability
- Better customer service
- Accurate recordkeeping to meet compliance regulations

“It’s definitely increased our sales—we’ve picked up customers just by telling them the different services we can offer through Feed Mill Manager.”

Wayne Salgren
Feed Controller
NEW Feeds, LLC.

NEW Feeds, a subsidiary of NEW Cooperative, Inc. in Fort Dodge, Iowa, operates three feed mills in central Iowa. They run computerized ISO 9001-2000 certified mills that provide round the clock production of customized bulk rations, grind and mix, and bagged feeds for swine, beef, poultry, and horses.

Situation

NEW Feeds has been using computerized accounting and mill control software solutions for quite a while, starting on an AS400 system with an internally developed software package. They later tried an off-the-shelf AS400 software solution, but were not seeing the benefits they were looking for, which included strong integration to their accounting system, traceability throughout the production process, and tight integration with the mills.

“The old system wasn’t working for us,” says Wayne Salgren, Feed Controller for NEW Feeds. “We were entering information multiple times, we weren’t integrated, and it wasn’t very user friendly at all.”

A good example of the problems they were facing was centered on mill operations. “We didn’t have any integration at all with the old system,” says Wayne. “We would print out a customer’s order, then enter the information back into the mill system manually. It was twice the work, and twice the chance for errors.”

They were also looking for greater control over the traceability of their products, knowing exactly what raw ingredients were being used where. “We’re required to keep huge amounts of information on every order,” explains Wayne, “and our old system didn’t support this process at all.”

Solution

To solve their problems, NEW Feeds turned to Feed Management Systems. They implemented the Feed Mill Manager™ solution in 2003, along with integration to their Microsoft Dynamics™ GP accounting solution, and are now running multiple feed mills via a WAN (wide area network) spanning a 25-mile radius.

Since NEW Feeds had much of the hardware and network infrastructure in place, the implementation process centered on training and testing. After installing the software, they ran a test company parallel to their old system. “It was night and day,” says Wayne. “There was no comparison.”

Feed Management Systems assisted with training as well. “They were great,” says Wayne. “They were always available for any questions we had.” In fact, there was only one area where users had any difficulty: “Our old system was keyboard-based,” says Wayne, “so we went through a bit of a transition using the mouse and menus.”



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Systems**

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Benefits

Integration with the mill and accounting

Before implementing Feed Mill Manager™, customer information had to be entered twice. “Worse than that, after an order was filled, we would have to enter the completed order information back into our accounting system manually,” says Wayne. “With our new system, the entire process is automated, and we only need to enter information once.”

In addition, all order information is automatically updating New Feeds’ inventory system. “With the concerns for bioterrorism, this is a crucial feature,” says Wayne. “We have to keep track of everything, and the automatic integration of all our information is a great benefit.”

Since NEW Feeds runs three separate mills, the multi-site integration provided by the Feed Management Systems solution is critical. “Before, each mill did its own invoicing,” says Wayne. “Now, everything is centralized, which means we’re more efficient, and more accurate.”

Fewer errors, faster orders

NEW Feeds has seen dramatic decreases in the time it takes to make changes to customer orders. Wayne explains: “Before, it would take 15-20 minutes to change a formula, and it was all manual. With our new system, it only takes a few minutes, and our entry errors go to zero. In fact, if we import the formula changes, we can make 40 formulas in less than 5 seconds.”

Meet regulations

Another advantage of the Feed Management Systems solution is that it has helped New Feeds receive and maintain its USDA process certification. “This solution has been a tremendous help,” says Wayne. “I really don’t think we would have been able to receive USDA certification without it.”

Better customer service

NEW Feeds has been able to gain competitive advantage by providing new services to its customers. For example, with Group Feeding, they can set up budgets for each customer, enter the number of animals to be fed, how much feed of each ration will be needed by each animal, and the system will do the rest. At the end of a group feeding, they can run a report that says how much it costs to raise an individual animal.

“Customers were a little leery of it at first,” says Wayne. “But once they tried it, they don’t even question it. Before, they’d call in and tell us exactly how much of each ration they’d need, then they began to realize the system was always right, and they’re starting to see the advantages of it.”

A long-term solution

NEW Feeds has found that the Feed Management Systems solution provides better customer service, helps them run a more efficient, effective operation, and helps eliminate errors. “And we see all of these benefits with one package,” says Wayne. “We didn’t have to keep buying software and hope it integrated smoothly--one package, and we knew it was going to work.”

For More Information

For more information about Feed Management Systems products and services, call 763-560-8139, email info@feedsys.com, or go to www.feedsys.com.

For more information about New Feeds, call 515-955-2040, email newfeeds@newcoop.com, or go to www.newcoop.com.

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