

Arrowsight®

Hot Zones focus

The latest development in remote monitoring technology targets food safety while addressing biosecurity issues. Throughout the supply chain, from farm to fork, the need for blanket protection of the food supply against bio-terrorism is being addressed using new prevention methods to assess and identify risks using video technology.

The critical control points in the supply chain are identified by Arrowsight's latest Remote Video Auditing system, known as Hot Zones. Hot Zones is a practical solution that increases food defense at those areas in the food system infrastructure that are the most vulnerable to a bio-terrorist attack. Monitoring starts at the farm and continues as livestock are transported to feedyards and throughout the slaughtering and processing plant. Having established the efficiency of RVA systems at the processing plant level, the next logical step was to offer upstream monitoring, where a single act of contamination could infiltrate a large amount of food inventory.

"A significant amount of meat could be contaminated with strategically placed pathogens that cause foodborne illness," says Dr. Russell Cross, deputy vice chancellor of agriculture at Texas A&M University.

RVA with Hot Zones delivers extra safeguards that are integrated with a plant's employee background checks, including security access restrictions, biometric readers and Web-based video monitoring. Hot Zones adds 24x7x365 oversight at the most critical points in their operation. RVA and Hot Zones bio-security protection can be installed with minimal disruption to daily operations.

RVA involves the installation of cameras that monitor the production process. Video images are stored on a digital video recorder at the plant and monitored on the Internet, allowing

third-party auditors and plant managers to oversee critical control points in real time. The system can be accessed from anywhere in the world using secure Internet service.

Auditors review video associated with a procedure, process or alarm event. Each of these procedures is monitored for best practices and better operation. Daily, weekly or monthly audit reports are generated, containing Web hyperlinks to video and still images providing visual documentation of events captured by the auditors. Weekly email scorecards, reviewed by auditors with plant management, summarize a location's performance.

"Remote Video Auditing with Hot Zones serves many purposes and satisfies numerous requirements," says Adam Aronson, C.E.O. of New York-based Arrowsight, Inc., developer and provider of RVA services. "Food defense is every food company's first priority, but RVA also helps to improve productivity and employee efficiency, resulting in improved yields and profits."

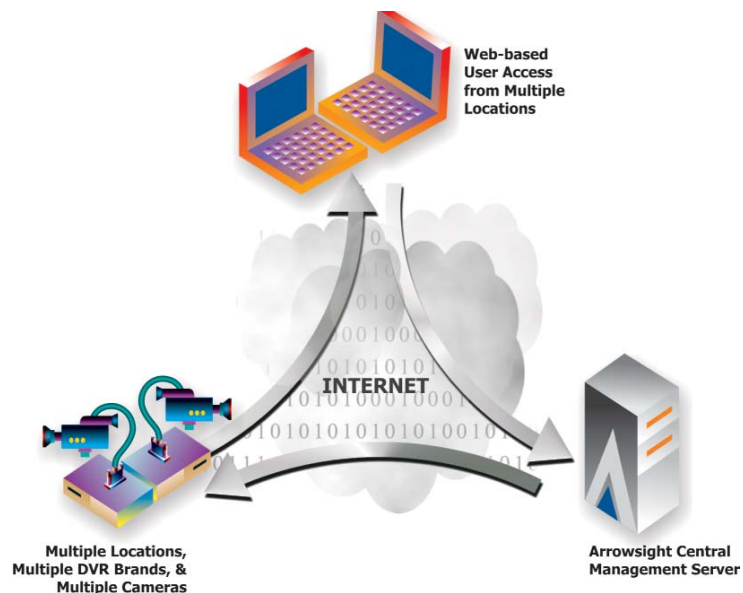
Plumrose USA, East Brunswick, NJ, a prominent manufacturer of processed meats, uses RVA at its plant in Council

Bluffs, IA. It is currently in the process of installing Hot Zones bio-terrorism protection. "Food safety and security are our competitive advantages. Remote Video Auditing has enabled us to make improvements to specific areas in the processing chain," says Mike Rozzano, Plumrose USA's general manager. "We have found that their certified audit reports improve staff morale and give us more ammunition for the marketing department. RVA gives us the data to prove that our plants are exceeding U.S.D.A. regulations."

Plumrose officials attribute RVA technology for greater returns on investment, because monitoring production has yielded measurable improvements and efficiencies throughout the plant.

Follow the data

The proof is in the numbers. RVA delivers vast amounts of operational data, rapidly enabling new and ever-tighter benchmarks for an industry that needs them to grow and prosper. Hot Zones gives plants protection from bio-terrorism by reducing risks and ensuring that bio-security safeguards and policies are monitored and met, 24 hours a day.





“Due to the need to reduce costs and drive productivity, analyzing the live and recorded information—and transforming it into actionable intelligence to reduce spending—is becoming a mission-critical management tool,” adds Aronson. “RVA enables processors to continually collect, audit and review the data; incorporate improvements; and ensure that employees are rewarded. RVA auditors point to its ability to capture and retain accurate records of critical control points or ‘Hot Zones,’ which include statistics on everything from the humane handling of livestock and plant sanitation to detailed data regarding ingredient preparation and meatpacking.”

Mark Moshier, president of Arrowsight’s food and beverage division adds, “In the same manner that the telescope increased the knowledge of space and the microscope opened developments in medicine, Remote Video Auditing will safeguard agribusiness manufacturing, distribution and retail segments. Everyone in the supply chain, including the consumer, stands to benefit from technology that exposes threats and opportunities in their operations. Greater knowledge of these will drive the innovative spirit to protect and evolve company brands, products and services and in the end offer a safer result to all.”

The future is now

“No question, this is the wave of the future,” says Dr. Temple Grandin, an RVA certification agent and owner of Grandin Livestock Handling Systems, Fort Collins, CO. A respected animal welfare advocate and a pioneer in animal handling practices, Grandin believes RVA is crucial to maintaining safety and credibility in an industry that is always vulnerable to bio-terrorism and recalls.

“RVA is a big step forward in animal welfare and animal handling practices, empowering us to manage the areas we measure,” Grandin says. “If you don’t measure something, it tends to slide back bad—with bad becoming normal.

And that can happen, and you don’t even realize it’s happening.”

“RVA gives us a continuing, real-time record of the process in motion, and not just a single, isolated snapshot,” Grandin says. “RVA means managers can watch the process as it happens and in the context of the other processes that exist down the line in either direction.”

One of the more recent meat processors to embrace video technology is FPL Food, Augusta, GA. FPL is currently installing the RVA and Hot Zones system to enhance its cattle handling and improve overall plant operations.

“We are pleased to be working closely with Dr. Temple Grandin on a Remote Video Auditing system that represents the latest advance in the science of animal handling,” says Francois Leger, president of the company. “FPL Food believes that this technology is key to ensuring the highest standard for the humane treatment of animals.”

Grandin says Leger’s company is positioning itself to lead the industry into the future by using video technology as a tool to enhance and protect its business. “FPL Food has taken a big step forward by installing technology that I believe is the wave of the future. Using Remote Video Auditing we will now be able to monitor a plant the way it’s really working every day, not just the one day a year when an auditor is present. The benefits for suppliers and consumers will be enormous,” Grandin says.

As RVA and Hot Zones are added in more processing facilities, farms and slaughter facilities, managers and executives are finding that the old safety and security benchmarks are being replaced with new, higher standards that impact the bottom line. RVA is rapidly proving that security can be improved, processes can be streamlined, food quality can get better, and ROI can be increased.

Both services—RVA and Hot Zones—are available through Arrowsight, Inc. Arrowsight, a Web-based Application Services Provider, is the leading developer of remote viewing services and software. Arrowsight has helped improve morale in safety-sensitive industries, such as food processing, food services and manufacturing. Arrowsight technology is also being used at leading companies including Plumrose USA, Limited Brands and leading McDonald’s franchisees.

For more information, please visit: www.arrowsight.com

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