

# Protecting the **pristine quality** of pet food

The different ways a logistics provider **SHOULD** protect pet food quality.

Logistics doesn't have to be a maze.



## Pet food premiumisation

The growing trend of premiumisation in the pet food industry is putting increasing pressure on supply chains to maintain the pristine quality of produce.

Despite recent economic uncertainties, pet owners remain reluctant to compromise on the sustenance of their furry friends. It's a trend seen time and again in periods of economic uncertainty in an industry that has long been labelled recession-proof.

56% of surveyed UK households said they would rather cut back the money they spend on themselves than their pets (Food Manufacture, 2022).

Added to that is growing expectations from buyers for food to be responsibly sourced, minimising its water use and wider environmental impact.

Whether shipping freeze dried, raw, fresh frozen, power or wet pet food, producers and distributors need a logistics solution which maximises product quality.

So, the question becomes; **what should you be looking for from logistics providers to maintain this pristine quality?** Is there anything they can offer to help you prove your products' sustainable credentials?

Thankfully, there are plenty of signals a logistics providers should be able to give to help you be confident the quality of goods is maintained.



**£5.42bn**

Revenue of the UK pet food market in 2022.  
(Statista, 2023)

A man in a dark suit and glasses is shown in profile, looking at a laptop. The laptop screen displays various data visualizations, including a pie chart, a bar chart, and a table. The background is blurred, suggesting an office environment. A large teal circle is positioned on the left side of the image, partially overlapping the man's shoulder.

# Supply chain visibility

Visibility into your supply chain and logistics is the greatest thing a logistics provider can offer to maintain the pristine quality of contents.

**But this isn't about seeing your container or trailer on a map.**

This is about gaining access to endless data related to your logistics, which provides the insight needed to prove product quality.

Data points such as monitoring temperature, humidity and other environmental conditions in transit, provide a vital window into the transportation.

Meanwhile analysing timing data makes optimisation decisions glaringly obvious.

A high-performing logistics visibility tool can become the greatest tool in your arsenal for ensuring the best possible product quality is maintained and pooches are kept happy.



## BRCGS accredited warehousing

Any food logistics providers that are serious about product quality maintenance should be able to offer you BRCGS accredited warehousing.

### **BRCGS accreditation**

This is a world leading standard for warehousing and distribution centres which have proven their processes for handling and storing pet food meet strict criteria.

These warehouses are subject to frequent quality checks to ensure standards are maintained. The accreditation's primary purpose is to give confidence to shippers that their goods are not being compromised, in a supply chain that contains many vulnerabilities.

BRCGS have sites approved in over 50 countries and is specifically designed with the food sector in mind.





# Many other considerations...

## Proper packaging

Logistics providers should be able to advise on suitable packaging. Insulated packaging materials that can protect products from temperature changes could be necessary. Packaging that allows for adequate airflow prevents the build-up of gases around your pet food.

Don't treat packaging as an afterthought, it can be a vital part of pristine quality maintenance.

## Route planning

Minimising the transport time is certain to reduce vulnerabilities in transit. Therefore, placing emphasis on route optimisation is an effective way of maintaining produce quality.

Again, a visibility tool can have transformative consequences for route planning. Seeing all journey's mapped out over time allows you to identify bottlenecks with ease.

## Vehicle maintenance

Using logistics operators who have a modern and well-maintained fleet of vehicles is certain to reduce the disruption your exposed to.

## Quality checks

A change of processes to incorporate quality checks at key junctions of the supply chain can help to identify and remove vulnerabilities.

Early identification of an issue is the best way to reduce further decay and save produce. Implementing a system for diverting or rejecting shipments which fail quality tests can reduce costs.

## Emergency procedures

Making contingency plans in the case of equipment failures or delays can provide a vital mitigation against spoiled produce in times of crisis.





### **Training and certifications**

Invest in training, standard operating procedures and certifications to support staff in the handling of your cargo. The drivers for reputable logistics providers should understand the importance of good temperature and humidity control.

### **Regulatory compliance**

There is an increased likelihood food shipments will be subject to more thorough checks during import and export and pet food is no exception.

Taking the extra time to ensure goods are compliant with the target market's legislation can save disruption along the way, which will improve product quality.

Logistics providers should be able to advise on customs and compliance protocols of your target market.

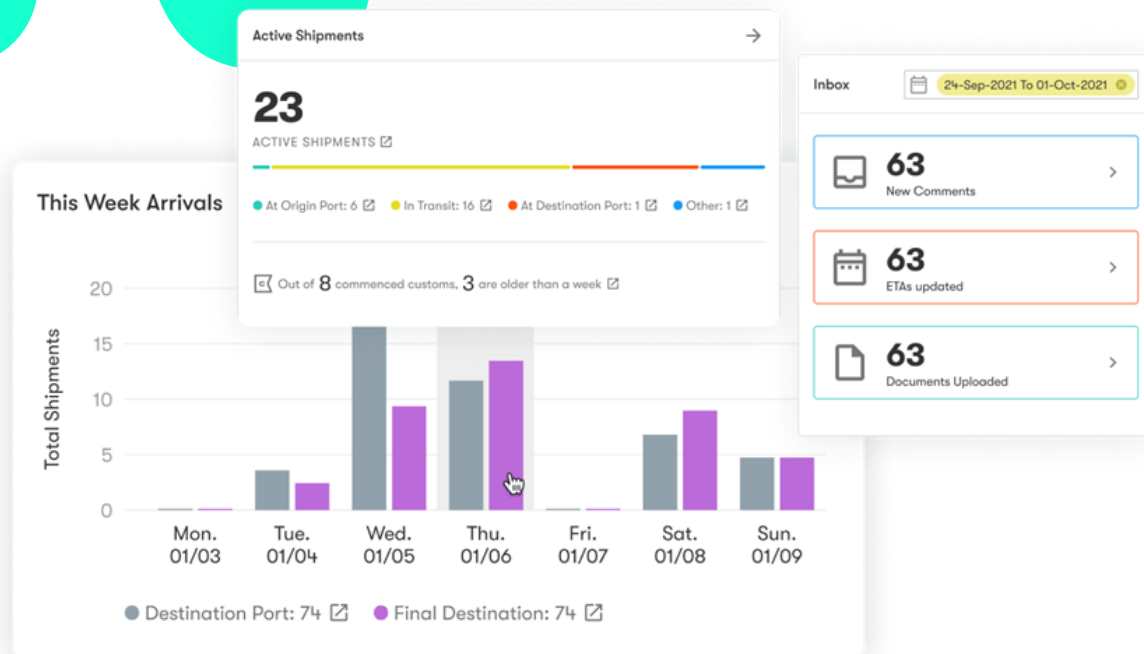
### **Supplier collaboration**

Communicating the value of maintaining product quality to all stakeholders across the supply chain will have an impact on their attitude to the cargo.

A greater understanding of the importance of pristine product quality at key touchpoints is certain to have positive impacts.

In the loop logistics.

# The WTA Platform



The industry-leading WTA visibility platform offers the real-time data which can transform your ability to manage your pet food quality in transit.

Our tool brings the management of all your freight into a modern, user-friendly interface. Easily manage inventory levels and enjoy total transparency on the estimated arrival time of imports.

Analytical reports allow you to make crucial cost and time saving decisions, without compromising lead time. Meanwhile the ISO compliant CO2 tracker enables you to monitor and reduce the environmental impact of your logistics, so you can hit vital sustainability targets.

## Boost ROI across the supply chain

Anticipate delays ahead of time giving you a vital window to mitigate disruption.

## Transform stakeholder communication

Critically analyse the performance of every supply chain partner.

[Book a demo](#)

# Contact us.

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