



HOMEGROWN AUDIT PROCESS TRANSFORMED BY QUICKFIRE FROM MUDDY BOOTS

Homegrown a Flamingo group company in Kenya was honored for the third year in a row with the Award for the Most Respected Company in the Agribusiness sector in East Africa.

In rural areas of Kenya, for instance, there are over 1000 smallholders who have undertaken to grow vegetables for Homegrown. The small-scale growers are grouped into two; the medium size individual farmers considered as farm(s) and smallholders of between 10 to 20 small farms that join together to make up a group, which is equal to a farm.

These farm(s) and groups are closely managed by a Technical Assistant who gives them all the technical support and training needed to grow vegetables to the high standards demanded by the customers.

To ensure only quality food reaches its customers, Homegrown have implemented Quickfire electronic audit management software from Muddy Boots. This has enabled their auditors to acquire audit data quickly and effectively, while maintaining the integrity, using readily available pocket computers or mobile devices.

Edwin Komen, Technical Auditor at Homegrown says: "paper checklist is no longer in use and all the data is stored in the computer enabling comprehensive reports to be run on-screen to display results. This cuts down the cost of buying printing papers, files and cabinets for storage of the paper work."

We are also able to save a lot of time, he continues, "before we started using Quickfire, we could conduct approximately 26 audits per month, but with the use of Quickfire, we are now able to conduct 34 or more audits per month."

With the use of Quickfire, the company has been able to meet the standards of EurepGAP, Tesco's Nature's Choice and Marks & Spencer's Field to Fork. Homegrown has been able to build customer confidence and demonstrate that business systems and processes result in high quality produce.

Quickfire is helping Homegrown's outgrowers meet export market standards by ensuring farms supplying the produce are all audited and certified. Hugh Mowat, Senior Technologist at Marks & Spencer confirms that the use of Quickfire has made their supply base more manageable. M&S are motivated by a desire to not only protect the M&S brand, but also to protect their suppliers from adverse publicity – Quickfire is integral to this.