



## Muddy Boots: your partner for good...

### Protect your supply chain, protect your brand

We are Muddy Boots, food industry experts with an excellent reputation for providing traceability and quality assurance solutions that underpin sustainable food and farming to major brand holders, food retailers, suppliers and producers. We work with world-famous companies such as Unilever, Marks and Spencer and Ben & Jerry's to give them greater visibility and control over the whole of the food supply chain to minimise risk and maintain the integrity of their brands. As responsibly sourced products become more important than ever to an increasingly savvy and concerned consumer, we can help you to meet consumer expectation.

### Trusted Authority

Our expertise in food and farming, coupled with our experience in partnering with some of the world's best-known brands, means that we understand every aspect of the food supply chain. We understand the demands and challenges that face every brand owner when it comes to corporate, social and environmental responsibilities. By working with us you'll be able to implement a standard form of measurement across your global supply chains, collect uniform and accurate data at every step of

the process, and use this information to identify risks, trends and areas for improvement in order to connect with your supply community.

'Our endeavour is to milk happy cows and not the planet – this we hope will become a reality through our collaboration with Muddy Boots.'

Anniek Mauser, European Social Mission Manager, Ben & Jerry's

- Improve visibility of your supply chain
- Implement safeguards to ensure your suppliers and their growers are behaving correctly
- Ensure compliance to your environmental, ethical and sustainability policies
- Provide clear traceability to your product origins
- Validate that your provenance is consistent and genuine



Achieve global supply chain visibility and ensure your business is acting responsibly by using Quickfire from Muddy Boots.

## Unilever – Growing for the Future

With over half of the volume of its raw materials coming from agricultural crops, Unilever – owners of such brands as Bertolli and Knorr – understands how important it is to work closely with growers and suppliers to ensure sustainable practices are followed throughout the food supply chain.

The Unilever sustainability programme, Growing for the Future, has been running for over a decade. It is designed to measure suppliers' progress against 11 key sustainability indicators. However, getting meaningful information from a traditional paper assessment system was difficult, 'Until now, the audit system has generated a pile of paper that is hard to interrogate,' says David Pendlington, Sustainable

Agriculture Programme Co-ordinator. 'Muddy Boots' solution allows us to capture the benefits of our programme and help suppliers to work out where they are on that sustainable journey.'

'Muddy Boots' solution allows us to capture the benefits of our sustainability programme.'

David Pendlington, Sustainable Agriculture Programme Co-ordinator, Unilever

'The solution we implemented for Unilever benefits from the principle of 'one-time data entry', which uses our portable assessment technology with our Quickfire web-based system,' says Jonathan Evans, Managing Director, Muddy Boots. 'The advantages of collating data in a common format is now clearly visible through the system's reporting capabilities.'

Unilever has extended the system to all suppliers throughout their raw material supply chain, and their suppliers are actively engaged in working with growers towards specific sustainable goals. 'The scope and scale of our endeavour – sourcing all materials from sustainable sources – means we must make sustainable improvements among all our suppliers and the millions of farmers involved with our business,' says Jan Kees Vis, Sustainable Agriculture Director, Unilever.



Implementing a global supply chain management solution should be top of the agenda for socially and environmentally responsible businesses.

## Marks & Spencer – Field to Fork

With no universal standard available that would fully address supply chain quality improvement goals, UK-based quality food retailer Marks and Spencer introduced its own programme, Field to Fork, in 2003. 'We needed to explain the standards required of our suppliers in clear and unambiguous terms, adopt a thorough surveillance regime and encourage continuous improvement,' explains Hugh Mowat, Technical Manager, Fruit, Salads, Vegetables and Flowers, Marks and Spencer. However, while the new assessment was comprehensive in its coverage, the company recognised that it was lengthy and would add more work for its suppliers. 'We wanted suppliers to have a technology option to reduce the audit burden and maximise productivity,' adds Hugh. 'We therefore selected the web-based software auditing system from Muddy Boots.'

The **Plan A**  
way to save

The system allows data to be gathered through a mobile device that prompts and disciplines the assessment process, and once the data has been collected, it doesn't need to be re-entered. The results have been very encouraging, says Paul Andrews, Technical Manager, Mack Multiples, a direct supplier to Marks and Spencer, 'Muddy Boots has transformed our audits into a coherent process... and reduced auditing time by 40%.'

'The M&S brand depends on the quality of each of our products. M&S 'Field to Fork' and Muddy Boots is key to helping us maintain the highest standards with our suppliers and a core element in meeting our Plan A corporate and social responsibilities.'

Paul Willgoss, Head of Technology, Marks and Spencer

"It is crucial to have good information on performance, trends and gaps. Muddy Boots is essential to us achieving that."

**Jan Kees Vis, Sustainable Agriculture Director, Unilever**

Call us now for more information on +44 (0) 1989 780540 or visit [www.muddyboots.com](http://www.muddyboots.com)