



Multi-actor design of low-waste food value chains through the demonstration of innovative solutions to reduce food loss and waste



## PRACTICE ABSTRACT No 2 (English)

### FoodTracks – Better decisions for bakeries

FoodTracks (FT) is an intelligent software that enables to optimize ordering processes in bakeries. It is a demand planning software that provides insights into orders and sales. The challenge many bakeries face is that ordering decisions are made on-site at stores without taking all relevant circumstances into account. This can lead to a high rate of returns or early sell-outs. FT uses the data provided by the bakeries on past sales figures and derives order suggestions for the bakery branches from this. Customer preference, i.e. what the employees in charge of placing the orders finally want to decide, is not disregarded, but can be factored into every ordering decision, so final customers buying the products are never faced with an empty sales counter.

FT lets three sides benefit: Environment, sales, and customer satisfaction. During implementation, the focus is on a gradual changeover so that all employees in all areas of the operations are involved. Understanding and enthusiasm for the software should encourage employees to work on the changeover of their own accord.

FT is being tested in WP3 in at least three large bakeries in Germany to optimize orders for their stores. In LOWINFOOD the user-friendliness of FT could be further developed. Based on customer feedback FT added a feature to handle changing assortments. For example, the cake assortment changes every 2 weeks, and the software needs to choose data for predictions differently. FT now also shows more detailed weather warnings, for example when the first sunny day in spring is expected to adapt order amounts accordingly. In addition, FT now has a more refined rules system to warn users if returns exceed certain limits.

<https://www.foodtracks.de/>

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Germany

#### In a nutshell

Type: technological  
innovation  
Effect: supply chain  
efficiency  
Users: bakeries



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### Additional information

#### German Bakery Sector

In Germany 1.7 million tons of bread and bakery products are wasted annually. Bakeries account for 36% of this volume, making them the second largest producer of bakery waste after households.

All Practice Abstracts prepared by LOWINFOOD can be found [here!](#)



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### ABOUT LOWINFOOD

The LOWINFOOD project, launched in 2020 and coordinated by the University of Tuscia, Italy, is working to deploy and improve a set of 14 innovative solutions to the food waste problem, by demonstrating their effectiveness and market potential. The core activities of the project are all focused on the evaluation of the efficacy of these innovations in reducing food losses and waste, in terms of the amount of food waste avoided as well as their environmental and socio-economic impact.

### CONSORTIUM



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## PRACTICE ABSTRACT No 2 (Deutsch)

### FoodTracks – Besser entscheiden

FoodTracks (FT) ist eine intelligente Software, die es ermöglicht Bestellprozesse in Bäckereien zu optimieren. Es handelt sich um eine Bedarfsplanungssoftware, die Einblicke in die Bestellungen, Verkäufe und das Personalmanagement bietet. Die Herausforderung vieler Bäckereien liegt darin, dass Bestellentscheidungen vor Ort in den Filialen getroffen werden, ohne alle relevanten Umstände zu berücksichtigen. Dies kann zu einer hohen Retourenquote oder zu frühen Ausverkäufen führen. FT nutzt die von den Bäckereien zur Verfügung gestellte Datengrundlage vergangener Verkaufszahlen und leitet daraus Bestellvorschläge für die Bäckereifilialen her. Der Kundenwunsch, d.h. das was die Verantwortlichen für die Bestellung letztlich entscheiden möchten wird dabei nicht außer Acht gelassen, sondern kann bei jeder Bestellentscheidung einbezogen werden, sodass Endkundinnen und -kunden, die in den Bäckereifilialen einkaufen, nie vor einer leeren Theke stehen.

FT lässt drei Seiten profitieren: Umwelt, Umsatz und Kundenzufriedenheit. Bei der Umsetzung wird der Fokus auf eine schrittweise Umstellung gelegt, sodass alle Mitarbeiter der Betriebe in allen Bereichen mitgenommen werden. Verständnis und Begeisterung für die Software soll die Mitarbeiter dazu bringen, aus eigenem Antrieb an der Umstellung mitzuarbeiten.

FT wird in mind. drei Großbäckereien in Deutschland eingesetzt, um die Bestellungen für deren Filialbetriebe zu optimieren. Im Rahmen von LOWINFOOD konnte die Benutzerfreundlichkeit von FT weiterentwickelt werden. So wurde auf der Grundlage von Kundenrückmeldungen in FT eine Funktion zur Handhabung wechselnder Sortimente hinzugefügt. Beispielsweise ändert sich das Kuchensortiment alle 2 Wochen und die Software muss die Daten für die Vorhersagen anders auswählen. FT zeigt jetzt auch detailliertere Wetterwarnungen an, z. B. wenn der erste sonnige Tag im Frühling erwartet wird, um die Bestellmengen entsprechend anzupassen. Außerdem verfügt FT jetzt über ein verfeinertes Regelsystem, das die Nutzer warnt, wenn die Retouren bestimmte Grenzen überschreiten.



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