



**RFID JOURNAL
LIVE! EUROPE**
13. NOV 2019 | LONDON, ENGLAND
TRAINING ON 12. NOV

Track and manage
EVERYTHING
with RFID

GET FULL ACCESS TO RFID JOURNAL
WITH A PREMIUM MEMBERSHIP
REGISTER TODAY

ACCESS THIS PREMIUM CONTENT

Chicken Company Hatches RFID-based Track-and-Trace Solution

Senecal has been tracking each batch of chickens processed at its Normandy facility, linking RFID data to 2D barcodes on meat packaging so stores and consumers can view data regarding each product and its origins; eventually, the chickens' lives will be monitored via barcodes.

By Claire Swedberg

Tags: [Agriculture/Livestock](#), [Packaging](#), [Retail](#), [Supply Chain](#)

Oct 06, 2019—Poultry provider [Senecal](#) is employing RFID technology to gain a view into the supply chain of its chickens and ducks as they are processed, chilled and delivered to retailers, with an RFID-based system from [UBI Solutions](#) consisting of RFID tags linked to poultry batches, as well as RFID readers and cloud-based software to manage read data. The company is entering the third phase of its deployment by introducing barcodes to live chicken tracking, with plans to link that data to the RFID-based records collected as the meat is processed.

The small French company provides high-quality chicken and duck meat, which is processed at its Normandy facility and then sold throughout France. The firm sought an automated track-and-trace system that would enable it to more efficiently process its chickens as they are scaled, plucked, eviscerated, and then inspected and packaged at its facility, and it wanted to share data about those chickens with its customers and distributors. Senecal contacted UBI Solutions to procure an RFID-based system three years ago so that it could monitor the movements of each poultry batch at its facility, according to Renaud Munier, UBI Solutions' international business-development director.



"Senecal wanted to have the capability of defining the quantity of chickens as they arrive in the facility—the number that is processed, the forecast, as well as the quality checks," Munier says. The deployment took place in different stages. The first phase, launched in 2017, consisted of tracking chickens, geese and ducks at the plant. The second phase went live last summer and enables the sharing of data about each fowl with customers.

By collecting data at the processing center, then providing a 2D barcode link to that data on the packaging, the company can allow customers to scan the packaging via a smartphone in order to find out when a particular chicken was butchered, what farm it came from and other details. The retailer can use the same application to view the batch number and date of any chicken. The third phase will involve expanding the system to track live chickens from shortly after chicks are born, using barcodes that can be scanned to build a record that will be linked to RFID data during processing.

To continue reading this article, please log in or choose a purchase option.

Login

Option 1: Become a Premium Member.

One-year subscription, unlimited access to Premium Content: \$189

Gain access to all of our premium content and receive 10% off RFID Reports and RFID Events!