

Case Study

Danish Crown



Danish Crown is the world's largest pork exporter. In Denmark alone Danish Crown receives 14 million pigs a year. In 2016 Danish Crown acquired the transport planning system AMCS Livestock Planner and made it available for all of their transporters. The goal was to reduce transport costs, have a real-time overview of the transport and to ensure a stable supply of pigs.

Danish Crown in brief

Danish Crown is a global group with headquarter in Denmark. They employ approximately 26,000 globally and have a turnover of more than 8 million Euros. In Denmark the transportation of pigs for slaughter is outsourced to several carriers. The carriers have responsibility for both planning and execution and use 230 trucks all together.

On the reason for acquiring the system, project manager with Danish Crown, Anna Caspersen says: "Before implementing the planning system AMCS Livestock Planner most of our carriers were planning in a web portal with limited planning functionalities, e.g. without automatic time and distance calculation. We lacked an overview of arrival times at the slaughterhouses, and the planners spent a lot of time planning and communicating with the farmers and the slaughterhouses.

With our main carrier, Dansk Grisetransport, we saw how they got a smoother and more efficient planning while creating overview of the deliveries to the slaughterhouses with AMCS Livestock Planner. Therefore, we saw great potential in a solution like that."



The need for a planning solution

Transport planner with Dansk Grisetransport, Martin Damgaard Larsen says: "The many requirements for transporting live animals can be challenging in the planning.

There are requirements to the number of pigs a vehicles can contain depending on the sizes of the pigs, which pigs we transport due to risk of infection and to the documentation of the pigs' origin. Often the farmers also have requirements to when their pigs are picked up. All of this affects the liberty for action in the transport planning which consequently has to incorporate many variables.

On top of all these requirements the transports has to be economically feasible, which means maximizing the filling ratio and minimizing mileage."

A challenge that Danish Crown was facing was how to ensure that the capacity on each slaughterhouse was filled, which is challenging with a large number of carriers. Danish Crown experienced the need for matching the capacity of each slaughterhouse with the transport, thereby securing flow in the production. What they missed was a tool helping with matching capacity with deliveries and time windows.

Integrated systems and processes

On the difference between planning before and now with AMCS Livestock Planner, Transport and logistics manager at Dansk Grisetransport, Henrik Ringskær says: "Previously, planners and carriers did not have an online insight into the slaughter plans. So, often they had to communicate with the slaughterhouses and farmers during execution, which was a manual and time consuming task."

With the system we have reduced the time spent on planning and we have better calculations of time and economy. Automatically, the system shows us the economy of the transport plan and the consequences of every change we make. That results in a smarter planning and a more efficient transport."

Transport planner Martin Damgaard Larsen adds; "AMCS Livestock Planner sends the route lists directly to the drivers' mobile devices and receives statuses back in real time.

Subsequently, we have the option of following execution in real time and react on any delays. It's essential for Danish Crown to secure a smooth delivery transport to the slaughterhouses, so capacity is fully utilized. Without the system we would not be able to plan the number of pigs we do today with the same flexibility and delivery reliability."



Benefits and improved planning

Transport and logistics manager Henrik Ringskær continues: "Instantly, when we at Dansk Grisetransport got AMCS Livestock Planner we had an improvement in operations efficiency. Our goal is to reduce costs with approximately 5% a year and since 85% of our costs are in transport it is very important for us to have a powerful planning tool."

With AMCS Livestock Planner Dansk Grisetransport has:

- **Experienced 15-25% decrease in planning time along with an increase in number of transported pigs**
- **A powerful tool for constantly reducing transport costs**
- **Increased quality of transport and delivery reliability for Danish Crown's slaughterhouses**
- **Created transparency for farmers, carriers, planners and Danish Crown**

Anna Caspersen, Danish Crown, explains: "Our goal with acquiring AMCS Livestock Planner with all our carriers is that we across our transport will experience similar benefits to Dansk Grisetransport's."

"The better you plan, the more you can save on the vehicles", says Martin Damgaard Larsen, and continues: "With AMCS Livestock Planner you can plan you loads much faster and with more flexibility than you can without it. I believe that carriers as well as Danish Crown will experience great savings on planning and driving time, and time is money in this business."