

Case study

## Murphy-Brown

Murphy-Brown  
Exceeds Regulatory  
Requirements Using  
Intermec Technologies



### At a glance

**Industry:** Field Service

**Market:** Livestock Production

**Application:** Inventory Asset Optimization

**Products:** Intermec CN2 and

741 mobile computers

## World's largest hog producer utilizes Intermec Technologies and Taylor Data Systems to streamline business processes

To exceed regulatory requirements and automate its business processes, Murphy-Brown turned to Intermec partner Taylor Data Systems to architect a field service solution coined the Livestock Waste Management System (LWMS). The LWMS utilizes Intermec CN2 and 741 mobile computers allowing land technicians to collect data in real time to streamline record keeping functions.

As the livestock production subsidiary of the global food giant Smithfield Foods, Murphy-Brown, LLC, is the world's largest hog producer and a leading U.S. turkey producer as well. Through partnerships with contract farmers and its own farms, the company maintains approximately one million sows, with 85 percent based in the United States. Its U.S. operations bring nearly 13 million hogs to market annually. In addition, its turkey operations produce about 10 million turkeys a year. Aside from its 500 company-owned hog farms in the U.S., Murphy-Brown also has hog operations in Brazil, Mexico, Poland and Romania.

Due to regulatory permit requirements from the Environmental Protection Agency (EPA) and the Division of Water Quality

(DWQ), the waste water from Murphy-Brown's hog production houses stored in lagoons must be strictly monitored to ensure compliance. Water from these lagoons contains plant nutrients and is often used to irrigate crops that are grown specifically for animal consumption. It is crucial that concise daily reporting is conducted to track the chemical analysis of the water, volume of irrigation, daily rain fall, lagoon levels and the nutrients found in the waste water.

"We have a lot of regulatory requirements and realized that we needed a way to streamline our record keeping functions to further our efficiency," said Kraig Westerbeeck, director of environmental management systems, Murphy-Brown. "We needed a robust system to monitor our extensive daily reporting and allow us to meet and exceed the EPA and DWQ standards."

### A Rugged Solution

In its search for a solution to automate its business processes, Murphy-Brown turned to Intermec partner Taylor Data Systems to architect a field service solution coined the Livestock Waste Management System (LWMS). The LWMS



utilizes Intermec CN2 and 741 mobile computers allowing land technicians to collect data in real time. The system is currently deployed in Murphy-Brown's North American East Coast operations.

Due to the environmental conditions in the field, Murphy-Brown land technicians demand rugged, reliable tools in order to perform their jobs proficiently. Both the CN2 and the 741 mobile computers are designed specifically to survive heat, humidity and multiple drops to concrete or steel, allowing the company to minimize total cost of ownership. In addition, the computers are sealed against rain and dust to ensure long-term use.

"Intermec provides innovative, leading solutions along with the most rugged handheld units on the market," Westerbeek added. "Our employees need a mobile computer that is strong and reliable to endure various conditions in the field, and Intermec provided us with just that."

#### **Exceeding Regulatory Requirements**

Previously, the daily reporting for the hog waste water included manual written reports, numerous Microsoft Excel files and labor intensive data management due to the lack of a centralized database. Land technicians did not have the ability to record the data in real time while in the field, resulting in higher risk for mistakes and inaccurate reports. Because the EPA and DWQ are very thorough, a mistake in Murphy-Brown's reporting could be very costly.

However, since deploying the LWMS solution in 2006, Murphy-Brown land

technicians are now prompted by the software program to enter the necessary data, including daily, weekly and monthly reporting, guaranteeing that the required data is logged. Murphy-Brown is confident knowing that the solution will ensure the company is complying with the permit requirements daily.

"We take our environmental stewardship responsibilities very seriously, and therefore we are constantly looking for methods to enhance our environmental management systems," Westerbeek said. "With the Intermec solution, land technicians now have the ability to document inspections, assignments and irrigation events with a much greater deal of accuracy."

#### **An Easy-to-Use, Reliable Solution**

Although the LWMS was created to further improve its compliance system to adhere to regulatory requirements with greater efficiency, Murphy-Brown has gained internal benefits from implementing the solution as well. Now, with the ability to enter data in real time and perform all of the reporting in the field, Murphy-Brown's land technicians are more productive and no longer have to endure the same manual, labor intensive processes as before. The system also allows the company to audit data as it is entered and to view historical data which greatly cuts back on time spent looking up past information.

Additionally, Westerbeek reports that feedback regarding the CN2 and 741 mobile computers has been extremely positive since implementing the LWMS system. Land technicians comment

that the mobile computers are easy to use, intuitive and provide a much more proficient way to report.

"Our record keeping functions and document control have improved immensely," Westerbeek added. "Our employees appreciate the efficiency the solution brings to their profession."

To date, Murphy-Brown has been pleased with the technical and market expertise, and the customer service and support provided by both Intermec and Taylor Data Systems. The organization never feels out of touch with the support team and is confident that any problem will be solved in a timely manner.

"The support from Intermec and Taylor Data Systems has been great," Westerbeek concluded. "We are extremely pleased with our Livestock Waste Management System and look forward to additional benefits as we continue to streamline our processes."

#### **About Intermec**

Intermec Inc. (NYSE:IN) develops, manufactures and integrates technologies that identify, track and manage supply chain assets. Core technologies include RFID, mobile computing and data collection systems, bar code printers and label media. The company's products and services are used by customers in many industries worldwide to improve the productivity, quality and responsiveness of business operations. For more information about Intermec, visit [www.intermec.com.au](http://www.intermec.com.au).

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