



# Food manufacturing excellence redefined for Simplot Foods

Optimize from farm to plate, power performance.

## Business context & challenge

**Simplot's** diverse portfolio—spanning crops, fertilizer, ranching, and frozen foods—is a strength, but also a source of growing complexity. Volatile climate conditions, shifting consumer demand, and sustainability mandates make it difficult to align production, inventory, and logistics across regions and product lines.

Without real-time visibility across suppliers, partners, and distribution networks, **Simplot** faces challenges in balancing supply with demand, coordinating cold storage and fulfillment, and delivering on sustainability commitments—often resulting in costly inefficiencies, waste, or missed opportunities.

To stay ahead, **Simplot** needs solutions that unify its operations from farm to table—enhancing visibility, orchestrating decisions, and embedding sustainability into every layer of the supply chain.

## The Blue Yonder solution

Blue Yonder's end-to-end supply chain platform helps global food leaders like **Simplot** transform complexity into competitive advantage. By connecting demand, supply, logistics, and sustainability on a single platform, Blue Yonder enables **Simplot** to plan with precision, adapt faster to volatility, and scale sustainably.

Built for organizations managing diverse product lines and global networks, Blue Yonder delivers real-time visibility and predictive analytics—empowering smarter forecasting, seamless collaboration, and data-driven decision-making.

By orchestrating operations across suppliers, co-packers, distributors, and partners, the platform reduces waste, ensures timely deliveries, and supports **Simplot's** 4Sight 2030 goals for a more sustainable future.



## Why food manufacturers choose Blue Yonder

Reduce out-of-stock rate by **30%**

Improve forecast accuracy with demand sensing by **12%**

Boost planner efficiency with real-time analytics by **50%**

Reduce transportation costs by **8%**

## Key benefits

- Streamlines production and logistics, **reducing costs and expediting resource utilization.**
- Aligns inventory with market fluctuations **dynamically allocating inventory to minimize stockouts, overstock and inefficiencies**
- Fosters seamless coordination with suppliers, co-packers and distributors to **adapt quickly to disruptions**
- Enables cost-efficient OTIF deliveries **by streamlining deployment planning, load building and dynamic routing**

## Capability offerings for Simplot Foods

- **Integrated demand & supply planning:** Accurately forecast at the SKU and distributor level to anticipate shifts in crop yields, market demand, and regional consumption. Align purchasing and production to reduce waste, improve margins, and prevent shortages.
- **Intelligent command and control center:** Gain full visibility and decision-making agility across your global network—from farms and processing plants to cold storage and retail distribution. Rapidly adapt to disruptions and orchestrate operations in real time.
- **Supplier/carrier collaboration:** Strengthen relationships and accelerate decision-making through real-time engagement with suppliers and carriers. Align forecasts, manage capacity, and handle disruptions faster to ensure continuity and performance.
- **Logistics & fulfillment optimization:** Enhance cold storage and last-mile distribution with real-time tracking, optimized routing, and improved order accuracy. Deliver efficiently while reducing spoilage, costs, and environmental impact.
- **Dynamic network design & scenario planning:** Model scenarios around climate risks, market shifts, and supply volatility. Optimize network configurations, balance trade-offs, and simulate P&L outcomes to make smarter, faster decisions.
- **Sustainable supply chain management:** Integrate sustainability into daily operations. Use AI-driven insights to reduce carbon emissions, water usage, and waste—advancing **Simplot's** 4Sight 2030 commitments while supporting profitable growth.



## Key features

- **Real-time, network-wide visibility** across suppliers, plants, cold storage, and distribution points—ensuring on-shelf availability
- **Use AI-powered demand sensing and inventory optimization** to synchronize supply with shifting demand
- **Enhanced fulfillment efficiency** with optimized routing, labor, and transportation management
- **Rapid scenario planning and dynamic reconfiguration** to mitigate risks and respond to disruptions
- **Integrated sustainability metrics** to align operations with environmental and business goals

## Meet your Blue Yonder account team



**Jason Hagman**

Account Executive for Simplot Foods

▶ [Learn more about the future of food supply chains](#)

## Proud to serve the Food Manufacturing industry

