

TraceGains Advances Sustainability Initiatives Across the Food Supply Chain

New sustainability analytics enable TraceGains customers to assess suppliers automatically

WESTMINSTER, CO, UNITED STATES, July 26, 2018 /EINPresswire.com/ -- TraceGains, the leading compliance software solution, revolutionizing information exchange across the supply chain for food, beverage, and CPG companies, has developed new sustainability functionality, easing customers' supply chain challenges.



TraceGains customers can now assess their suppliers to make sure that the product they are sourcing matches not only to safety and quality specifications, but ethical and sustainable standards.

“

Now the customers can easily capture information related to environmental preservation, animal welfare, and other sustainability issues, enabling companies to go after those millennial dollars...”

*Gary Nowacki, CEO,
TraceGains*

“Consumers are savvier than ever and in a large market, they can also be choosier than ever before,” said TraceGains CEO, Gary Nowacki. “Millennials are leading the charge and influencing the market in ways that cannot be ignored.”

By 2025, millennials will speak for 75 percent of the workforce; growing their already enormous purchasing power to 2.75 trillion in spending power globally.

“Studies show that 87 percent of millennials would be more loyal to a company that helps them contribute to social and environmental issues,” said Nowacki. “Now the customers can easily capture information related to environmental preservation, animal welfare, and other sustainability issues, enabling companies to go after those

millennial dollars armed with the data the consumers are seeking.”

TraceGains developed these advanced capabilities with industry leaders that serve on the Customer Advisory Group. Input came from 15 thought leaders representing Riverbend Foods, Saputo, Amy's Kitchen, Leprino Foods, Bellisio Foods, Topco, TreeHouse Foods, Gonnella, Symrise, JM Swank, Reily Foods Company, Excellentia International, and Bimbo Bakeries USA.

To learn more about how TraceGains can help your organization save time and money on documentation and better focus on sustainability, request a demo:

<https://www.tracegains.com/demo-request>

About TraceGains

TraceGains is a rapidly growing software company, delivering a sophisticated suite of products

for food, beverage, and CPG companies. TraceGains solutions empower our customers to satisfy compliance with regulations and industry standards such as FSMA, GFSI, and HACCP/HARPC, without the need for additional staff.

At the heart of TraceGains is a robust platform that enables companies to automate and optimize their processes through instant information sharing and collaboration between supply chain partners, which saves time and improves food safety and quality.

TraceGains is the winner of the 2016 Stratus Award for Cloud Collaboration. The company is also among the Food Logistics Top 100 software and technology providers and was named a Top 20 Information Technology Firm by Colorado magazine. Learn more about TraceGains products at www.tracegains.com. Follow TraceGains on Twitter @TraceGains.

Helen Timothy
TraceGains
720-791-5601
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.