AgroSoft
is ready for the food industry

- We do not do rocket science but we may
have invented a smart way to make software,
says Jesper Toft, consultant of the optimization
program WinOpti from AgroSoft.

AgroSoft has more than 30 years of experience in developing software for the agricultural sector but its optimization program WinOpti has in recent years been top-tuned for the food industry in a broad sense.

- We have a 100 percent operational optimization program for the food industry. We are on the other side of development and trials. The challenge is to get some of the agricultural dust shaken off so that the food industry may recognize us, says M. Sc Agric. Jesper Toft, consultant of WinOpti.

One of the food companies that discovered AgroSoft's program WinOpti almost ten years ago is Arla Foods Ingredients (AFI). And it is, among other things, through close cooperation between the software and ingredient company the program has been adapted to the food industry's special working methods, values and requirements.

Development in collaboration with AFI

The collaboration began in 2009 when WinOpti was introduced to AFI primarily for recipe and ingredient management. It has since been developed to document traceability of ingredients, packaging and auxiliaries down to the last detail and to record water loss over a process - to name just a few of the many functionalities.

- It is a flexible system, quick and easy to use. It is logically structured. The calculations are credible and you can search on virtually all data, says Niels Rauhe, and he adds the advantage that AFI's application center in Argentina also uses WinOpti so you can follow each other's work and have access to the same data.

- Before we introduced WinOpti we searched the market. We tried at least 10 different systems but AgroSoft won, he says.

The first year of the collaboration was used to develop the system for food specifically for AFI - including converting the old IT system to WinOpti.

Since WinOpti's implementation, the program has been developed and expanded several times. Most recently the water loss feature has been added and you can now among other things calculate the nutrient content of a wet product to be dried as for example an infant formula.

According to Jesper Toft WinOpti is the only company on the market with this feature and is a concrete development project for which AFI has a large part of the credit.

- The collaboration takes place in the way that AFI says; we want to work in this or that way, how can we do it? Then some very thorough discussions

Jesper Toft (left) from AgroSoft and Niels Rauhe (Arla Foods Ingredient) work closely together on the development of WinOpti.

Facts about AgroSoft

AgroSoft - with address in the town of Tørring in Mid-Jutland, Denmark - has developed software for the agricultural sector for 30 years, including the optimization program WinOpti. In 2015 Agro-Vision (Deventer, Holland, part of the KIWA group) took over 95 per cent of the shares in the limited company AgroSoft. The remaining 5% is owned by SEGES. AgroSoft is the European market leader in pig production software but also aims to break through in the food industry with the optimization program WinOpti.

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take place. I hope it has great value for Arla. It certainly has value for us, Jesper Toft says.

A chocolate box with many options.

WinOpti is - in addition to AFI - in use with a couple of other Danish food producers and Niels Rauhe can only see the benefits of the system becoming widespread in the industry so that the synergies can be exploited.

Even though WinOpti is customized to the needs of AFI right now new things are constantly happening in the food industry. For example there is currently a great focus on nutritional values and the declarations thereof.

AFI's experimental center started with 20 different nutritional values in its system, but is just about to upgrade to 25, says Niels Rauhe, for example

he adds, we work with more than 100 infant formulas.

Jesper Toft says that in addition to the regular portfolio WinOpti contains a number of functionalities that have been developed for the feed industry.

For example it applies a handling system for dangerous goods and the possibility to transfer recipes directly to the production computer, the financial system or the web service.

- We have three or four big things that are dormant in the system and can be activated if there is interest and needs, Jesper Toft says and ends:

In principle, it is like a can of mixed chocolates that you can dive into and find what you need.

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