

AGRIBUSINESS OPERATIONAL CONTROL: TO OPERATE UNDER GREATER PRESSURE. WITH GREATER CONTROL.

How agribusiness can turn fragmented operations into connected, controlled, and auditable supply chains.

01 Overview: Increased Pressure on the Agribusiness Sector



02 Limitations on Operational Control

03 Input and Returnable Control

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Agribusiness operations face heightened pressure

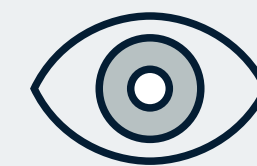
Export standards, food safety regulations, and global competitiveness are redefining the meaning of operating successfully. Technology is no longer an advantage—it is a critical operational requirement.

Together with Zebra Technologies, DecisionPoint Technologies helps customers connect field operations, warehousing, and supply chain workflows to drive measurable business outcomes.

+60%

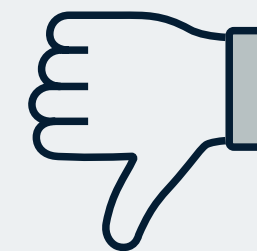
of global buyers demand certified traceability
from their agricultural suppliers

GS1 GLOBAL, 2023



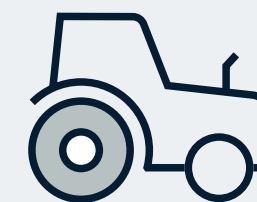
Stricter compliance

FDA FSMA, Global G.A.P., and BRC demand verifiable digital records at every step of the supply chain. Print material is no longer enough.



Highly demanding environments without digital control

Warehouses, storage coolers, and dispatch centers operate without tracking their activities. Lack of reliable identification leads to shrinkage, inventory turnover errors, and incorrect shipments



More operations, same resources

More volume, more overlapping seasons, and more control points, yet the supervision teams aren't scaling at the same rate.

THE ROOT CAUSE

Four gaps that limit control

No digital capture at the source

Field data reaches the office several hours late, handwritten, riddled with errors, and with no auditability.

Traceability of returnable containers and packages

Boxes, pallets, and returnable containers circulate between plants, distributors, and customers without digital recording. Without reliable identification, asset losses go unnoticed, and it is impossible to audit the return cycle.

Estimated inventories, not real ones

No one knows exactly what's in the warehouse, when it expires, or where it is. Shrinkage is discovered when it has already cost money.

Traceability that doesn't close the loop

In the event of a product recall or an audit, tracing a batch's history can take days, with uncertain results.

Zebra doesn't enter agribusiness just to raise the visibility of its operations. It steps in to provide operational control, responsiveness, and documentary support at every point in the chain.

From harvest to buyer

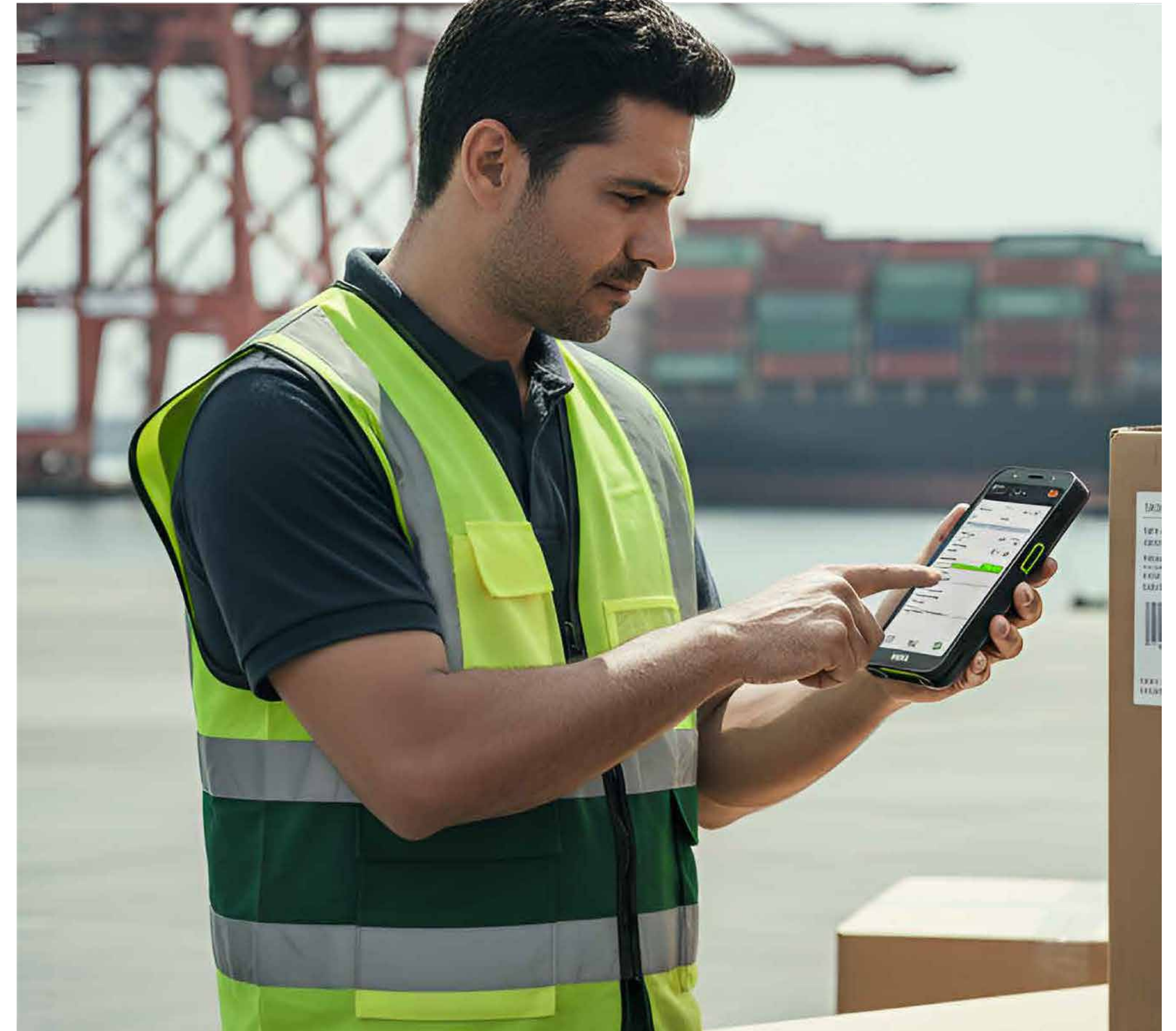
Without blind spots

THE CHALLENGE

Without digital recording at the source, identifying a compromised batch can take days. FDA FSMA, Global G.A.P., and BRC demand verifiable traceability at every point in the supply chain. Audits don't wait, and neither do international buyers.

WITH ZEBRA, YOU ACHIEVE

- Batch, variety, field, and date registration from the first harvest point.
- In-line packaging labeling with 1D, 2D, and 3D codes; each unit is identified according to the standard required by the buyer or applicable regulations.
- Compliance documentation ready for Global G.A.P., BRC, and FDA FSMA.
- Forward and backward traceability: from input to end buyer in seconds.
- Product recall response within minutes, with precise identification of the affected batch.



72h » 4h

Reduction in response time for product recalls thanks to full digital traceability implemented at the source.

Zebra technologies that enable traceability

THE SCENARIO

Fruit or vegetable packing and export operations. Multiple source farms, simultaneous packaging lines, and export destinations with different traceability requirements.

WHAT GOES WRONG WITHOUT TECHNOLOGY

Manual labeling with errors, traceability reconstructed from memory, documentation that wouldn't survive an audit.

ZEBRA SOLUTIONS

Devices that capture, record, and transmit traceability data at the exact moment the operation takes place.

TC-Series Handhelds	Field data collection and packing
ZQ-Series Printers	Portable in-line labeling
ZT-Series Printers	Fixed plant labeling
DS-Series Scanners	Verification at destination
Certified supplies and media for export	

VALUE IN OPERATIONS

Each shipped unit carries its complete record. Information is available within seconds, not days.

- Compliance audits completed without having to search through paperwork.
- Product recalls are limited to the exact batch, without sacrificing additional production.
- International credibility for buyers through verifiable documentation.
- Reduction in rejections due to incorrect or incomplete labeling.

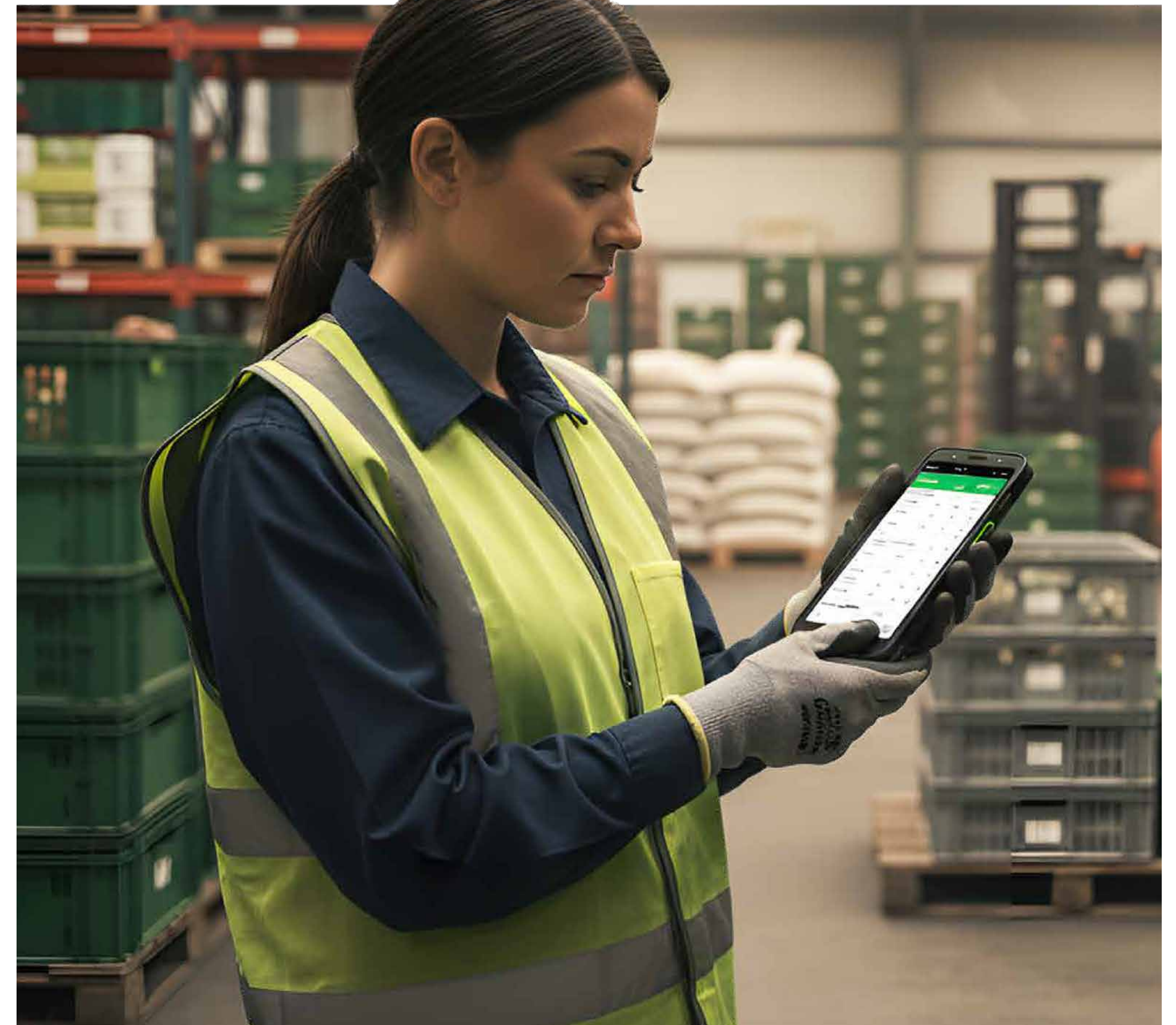
Real inventory, not estimated

THE CHALLENGE

Input and finished goods stock is managed with spreadsheets and manual counts. Discrepancies lead to silent shrinkage, poor purchasing decisions, and incorrect shipments, all of which directly impact the operating margin.

WITH ZEBRA, YOU ACHIEVE

- Real-time tracking of inputs: seeds, agrochemicals, and fertilizers—including expiration dates and exact locations.
- Cyclical inventory with RFID: Complete pallets in seconds, without interrupting operations.
- Automatic FIFO/FEFO rotation—the oldest product always leaves first—with digital tracking
- Stockout alerts before they affect the season.
- Automatic reconciliation with ERP systems without spreadsheets or reprocessing.



-30%

Reduction in operational shrinkage by implementing inventory control using RFID and automated scanning in agroindustrial operations.

Zebra technologies that give real control over inventory

THE SCENARIO

Agricultural input warehouse or collection center with multiple references, different expiration dates, and high seasonal turnover

WHAT GOES WRONG WITHOUT TECHNOLOGY

Manual counts once a month, discrepancies with the system, and shrinkage detected late without an identified cause.

ZEBRA SOLUTIONS

A system of capture, identification, and printing that works together to provide continuous inventory visibility.

RFID FX-Series

Fixed bulk pallet reading

RFID RFD-Series

Portable cyclic inventory

MC-Series Handhelds

Receiving and dispatch

ZT-Series Printers

Location labeling

RFID supplies and labels for agribusiness

VALUE IN OPERATIONS

Inventory is no longer just an estimate and becomes reliable data that drives purchasing, production, and dispatch decisions.

- Accurate, real-time inventory, without waiting for the next physical count.
- FIFO/FEFO implemented with verifiable evidence, not just a policy.
- Reduction in shrinkage due to expiration and dispatch errors.
- ERP updated in real time without double entry.

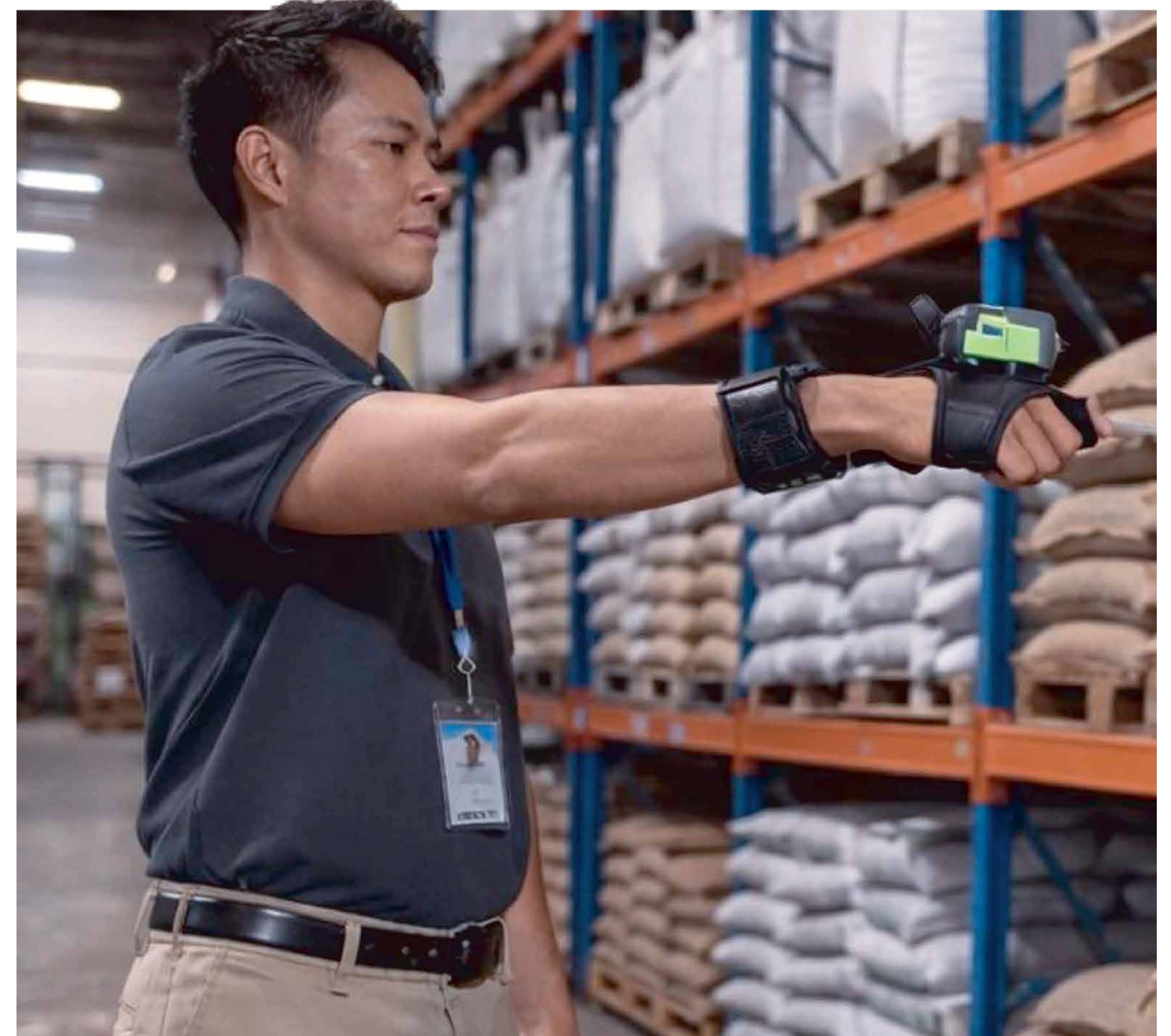
Full control over what enters, moves, and leaves

THE CHALLENGE

Product movements in warehouses, storage coolers and dispatch centers are either recorded late or not at all. Without reliable identification, rotation errors, shrinkage, and incorrect shipments are discovered only after they have already cost money or lost a customer.

WITH ZEBRA, YOU ACHIEVE

- Real-time inventory visibility in warehouses, storage coolers, and dispatch centers.
- Reliable identification of every pallet, box, and unit with RFID or barcode, without relying on physical documents.
- Movement tracking with real-time recording of receipt, shipment, relocation, and responsible party.
- FIFO/FEFO rotation implemented with digital evidence of a verifiable process, not just a policy.
- On-site labeling of batches and shipments with portable printers that operate in any environment.



-30%

In shipping errors and operational shrinkage by implementing reliable identification and movement tracking with RFID and mobile computing.

Zebra technologies that work where operations are toughest

THE SCENARIO

Storage cooler, distribution warehouse, or dispatch center with high turnover, multiple movements per shift, and documentation requirements for export.

WHAT GOES WRONG WITHOUT TECHNOLOGY

Unrecorded activities, incorrect shipments, and an inability to demonstrate FIFO rotation in the event of an audit.

ZEBRA SOLUTIONS

Rugged hardware designed for temperature-controlled environments, humidity, and demanding applications without compromising connectivity or accuracy.

RFID FX/RFD-Series Movement control in coolers

TC/MC-Series Mobile Computing Point-of-action recording

ET-Series Tablets Dispatch supervision and validation

ZQ/ZT-Series Printers Portable and fixed labeling

Supplies and media for demanding environments

VALUE IN OPERATIONS

Every movement is recorded including the user, date, and status. Operations can withstand any audit or claim.

- Real-time product tracking, even in temperature-controlled environments.
- Auditable movement records showing who, what, when, and from where.
- Reduction in incorrect shipments and buyer claims.
- Continuous operation with robust technology that is not affected by environmental conditions.

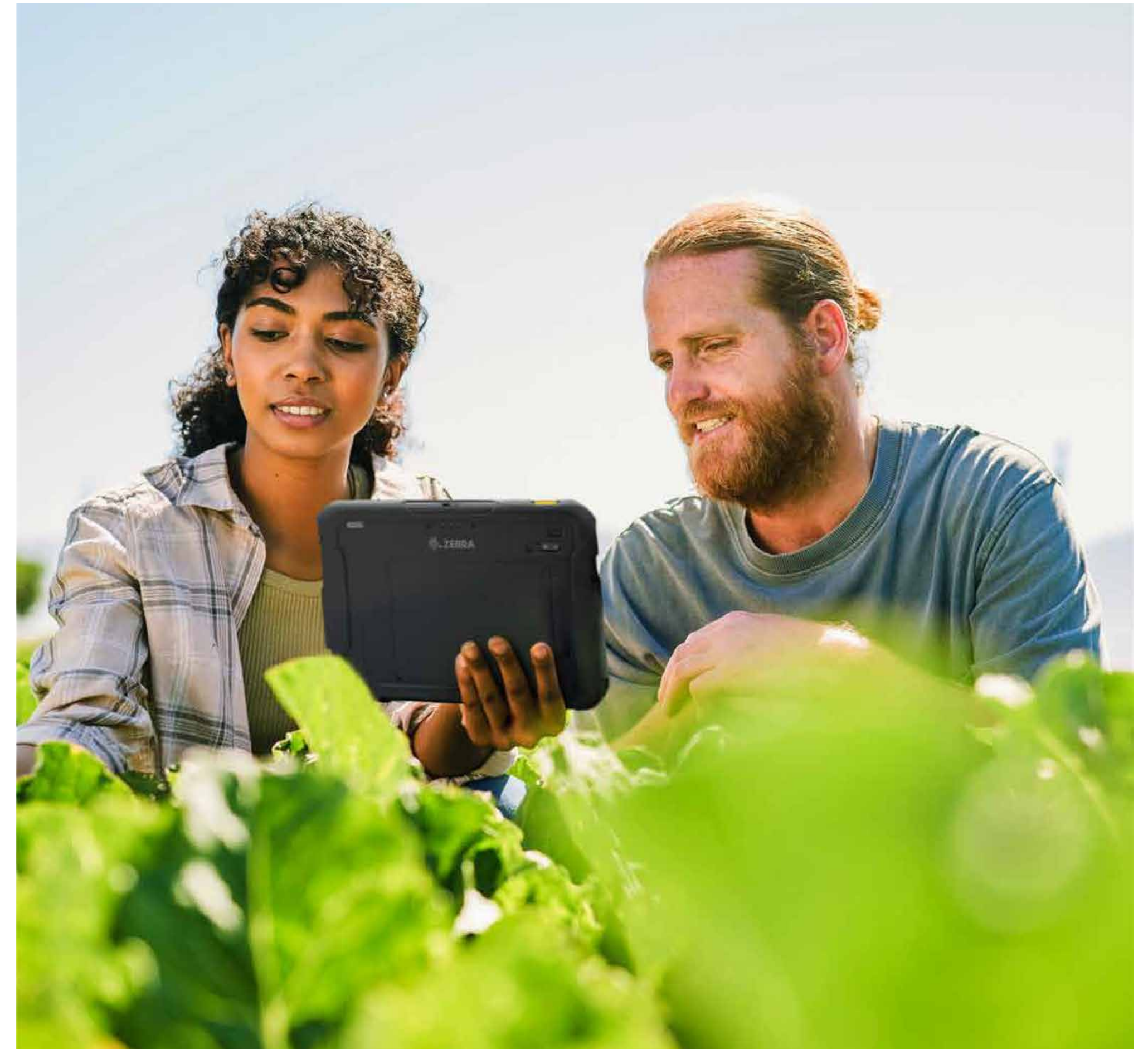
From paper records to reliable capture

THE CHALLENGE

The field is one of the most demanding environments in the world: extreme heat, rain, mud, humidity, dust, and constant drops. Consumer-grade devices don't last. Without reliable digital capture, phytosanitary, yield, and quality records arrive late, incomplete, or simply don't arrive at all, leaving the operation vulnerable to any audit.

WITH ZEBRA, YOU ACHIEVE

- Digitally capture inspection data, performance metrics, and quality data directly in the field, regardless of weather conditions.
- Phytosanitary records with geolocation, product, and dosage that can be audited in real time.
- Work orders and crew assignments via mobile device, without having to go to the office.
- Preventive maintenance alerts for machinery to avoid downtime during peak season.
- Documented communication between field and plant on the same platform.



+25%

Improvement in operational productivity by digitizing field capture with rugged devices compared to traditional paper based record keeping.

Technologies built to withstand where the data matters most

THE SCENARIO

Field operation with multiple crews, regulated phytosanitary applications, and registration requirements for export certifications. Environments with extreme heat, rain, dust, and uneven terrain

WHAT GOES WRONG WITHOUT TECHNOLOGY

Missing paper records, phytosanitary applications without supporting documentation, and estimated yields without supporting evidence for audits.

ZEBRA SOLUTIONS

Devices built to operate in sun, rain, mud, and after drops without interrupting fieldwork.

Rugged TC-Series Field data collection, IP67, 1.8 m drops

Rugged ET-Series Tablets Supervision and forms

Integrated LTE connectivity Data without relying on Wi-Fi

DS-Series Scanners Reading in packing and receiving

Zebra DNA Centralized device management, portable and fixed labeling

VALUE IN OPERATIONS

Field information is recorded in the system the same day. Operational decisions are made based on real data, not estimates.

- Auditable phytosanitary records with geolocation and timestamps.
- Real-time crew performance by batch, shift, and variety.
- Supervisors make decisions in the field without waiting for an office report.
- Operational continuity with devices that can withstand harsh environmental conditions.

WHY ZEBRA?

It's not just generic technology. It's transferred experience.

No digital capture at the source

Field data reaches the office several hours late, handwritten, riddled with errors, and with no auditability.

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Through its partnership with Zebra, DecisionPoint Technologies helps agribusiness organizations assess operational challenges, deploy the right technology solutions, and support long-term adoption and optimization.

A global foundation with local presence in LATAM

+10K

Operations in the global food and agroindustrial supply chain are already using Zebra technology today.

Zebra offers expertise in the retail, manufacturing, and logistics sectors, where traceability, operational control, and visibility in demanding environments are equally critical on a daily basis. That experience translates directly to agribusiness.

Portfolio for agribusiness

RFID

Supplies

Portable and fixed printing

Scanners

Rugged Tablets

Mobile computing

Built for the real operation

IP65/IP67, -20 °C to +50 °C, 1.8 m drops. Hardware designed for harsh environments from the ground up—not adapted from office use.

Auditable by design

Every captured data point is logged with the user, timestamp, and location. Compliance history is built into the operation; it is not created after a problem occurs.

Scales with the operation

From a medium-sized farm to an exporter with multiple plants. The platform grows seamlessly, and the network of certified partners supports every step of the way.

NEXT STEPS

Agribusiness that runs on data exports with an advantage.

Every unresolved operational gap is a compliance risk, a loss of margins, or a missed opportunity to improve performance. Zebra provides technologies to improve traceability, inventory visibility, data capture, and operational control. Through its partnership with Zebra, DecisionPoint Technologies helps agribusiness organizations identify challenges, implement the right solutions, and connect field, warehouse, and supply chain operations. Together, Zebra and DecisionPoint Technologies help build more connected, visible, and efficient operations.

EXPLORE MORE ABOUT ZEBRA FOR AGRIBUSINESS

- Use cases, portfolio, and industry resources at zebra.com/Agroindustry.
- Success stories from exporters and agribusinesses already operating with Zebra globally.
- Information about experienced agribusiness technology partners and implementation resources.
- Demos, product sheets, and solution comparisons by use case.
- Automatic reconciliation with ERP systems without spreadsheets or reprocessing.



Resources, use cases, portfolio, and industry insights—all in one place:

zebra.com/Agroindustry →

Portfolio for agribusiness

- RFID
- Supplies
- Portable and fixed printing
- Scanners
- Rugged Tablets
- Mobile computing

Ready to improve operational visibility and control?
Connect with DecisionPoint Technologies expert today
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decisionpt.com/contact-us