

Keeping the Focus on the Farmer: Farmer Focus Gains Real-Time Inventory Control with Avery Dennison RFID Solution





Farmer Focus is more than a name— it's a promise.

Rooted in transparency and sustainability, this Shenandoah Valley based poultry company partners with independent family farmers, providing them with fair pay and support for raising organic, free-range chickens. Through its unique Farm ID system, Farmer Focus gives customers a direct look into where and how their food is raised, highlighting humane farming practices and introducing the farmers behind each meal. The result is chicken that's not only delicious, but also humane, sustainable, and traceable.

As Farmer Focus grew, they encountered a challenge with daily inventory inaccuracies, leading to misplaced product, food waste, and significant labor costs as employees spent hours searching for pallets. Farmer Focus needed an inventory solution reflecting the same visibility and forward thinking approach as their business model.

Focus on Operational Efficiency: Optica Inventory Management

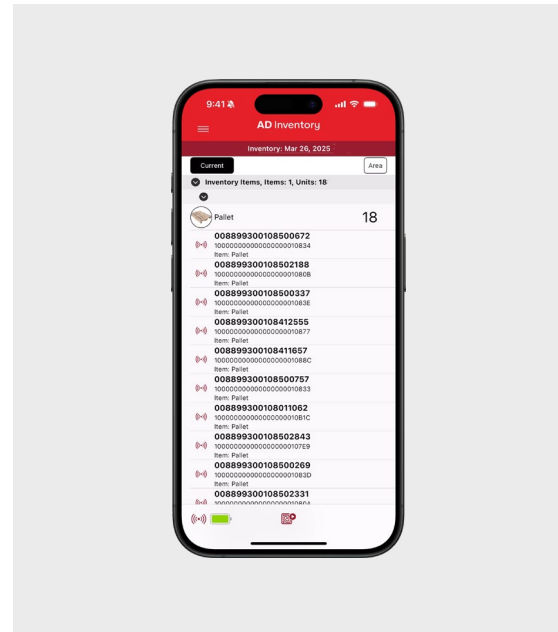
Avery Dennison implemented its Optica Inventory Management solution, an RFID pallet tracking system solution, utilizing RFID-enabled pallet labels, handheld scanners, and AD Inventory software. This allowed Farmer Focus to capture their inventory in minutes, dramatically reducing food waste, saving countless labor hours, and ensuring accurate, real-time inventory visibility.

“At Farmer Focus, we’ve always believed in leveraging technology to enhance our operations,” says a spokesperson for the company.

“

Integrating RFID technology into our inventory processes delivered immediate and significant benefits. We dramatically reduced our inventory time from hours to mere minutes.

The company also highlighted the ease of use of the accompanying software. “The AD Inventory software platform is incredibly simple and intuitive,” they added. “Onboarding our team to both AD Inventory and RFID technology was one of the smoothest technology deployments we’ve ever experienced.”



Focused on Success: The Impact

The results were transformative:

- **Reduced Inventory Time:** No more manual counts. Farmer Focus now benefits from precise real time data on a daily basis.
- **Improved Accuracy:** RFID technology has eliminated human error from inventory tracking, ensuring more reliable data.
- **Reduced Food Waste:** Product misplacement has been minimized as well the risk of products expiring due to misplacement.
- **Reduced Labor Costs:** Farmer Focus has been able to redeploy labor hours previously spent searching for pallets for other value-added tasks.
- **Scalability for Growth:** The system seamlessly scales with the Farmer Focus ambitious expansion plans, ensuring operational efficiency keeps pace with growth.



Focus on Healthier and More Sustainable Food, Together

The partnership between Farmer Focus and Avery Dennison is a compelling success story. For Farmer Focus, the Optima Inventory Management solution wasn't just a technological upgrade, it was a strategic investment that reinforced their core values. By embracing accurate, real-time inventory management, Farmer Focus has not only optimized operations but also solidified its position as a leader in the poultry industry. This partnership proves that with the right FOCUS, right tools, businesses can truly achieve a brighter future.

About us

Avery Dennison

Avery Dennison Corporation is a global materials science and digital identification solutions company that provides branding and information labeling solutions, including pressure-sensitive materials, radio-frequency identification (RFID) inlays and tags, and a variety of converted products and solutions. The company designs and manufactures a wide range of labeling and functional materials that enhance branded packaging, carry or display information that connects the physical and the digital, and improve customers' product performance. The company serves an array of industries worldwide, including home and personal care, apparel, e-commerce, logistics, food and grocery, pharmaceuticals and automotive.

Contact us to talk to one of our experts:
ids.averydennison.com/sales

©2026 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.