LSA DIGITAL
Lean Scaled Architects

CASE STUDY

DIGITAL FEED DELIVERY: FROM PAPER TO PRECISION

HOW ITERATIVE DELIVERY HELPED MODERNIZE LOGISTICS ACROSS 100+ FARMS

CONTEXT

A major egg production company needed to overhaul its feed delivery process. For years, farms submitted grain requests using internal online forms that were printed on carbon-copy paper. Delivery teams weighed feed at the plant and again at the farm, handwritten notes were logged, and paper forms slowly made their way back to office staff—who then manually entered data into both the accounting system and a separate flock management platform.

Not only was this inefficient, it introduced delays, errors, and misaligned data between systems—creating challenges in understanding true feed costs, optimizing deliveries, and ensuring every flock had enough grain when needed.

OUR APPROACH

We reimagined the process from the ground up—starting not with trucks, but with the flock data itself.

The flock management system was upgraded to monitor feed consumption patterns in real time, triggering digital feed requests based on forecasted needs. These requests automatically synced with the feed delivery team, who received orders via a mobile app on tablets in the truck cabs.

SNAPSHOT


Food Production / Agriculture


Feed Delivery & Cost Tracking

PAIN POINTS

- Paper-based, time-consuming workflows
- Delayed and inaccurate cost reporting
- High risk of feed shortages and misallocated resources
- Lack of real-time visibility across 100+ farms

RESULTS

- 100+ farms digitized
- 25% reduction in feed waste
- 98% drop in manual data entry
- 87% faster delivery response
- 2x faster cost reporting
- Scalable platform for future growth across the business

Each truck tracked its location and delivery status, with drivers logging actual weight totals and any observations during the drop-off. The system then instantly updated both the accounting and flock management systems—ensuring accurate cost allocation, availability tracking, and feed performance analysis.

THE AGILE ADVANTAGE

This wasn't a "big bang" rollout. Instead, we used an iterative approach—releasing improvements in stages and responding quickly to what we learned. For example: When field testing exposed cell signal blackouts, we added offline data capture and delayed syncing. When some drivers struggled with tech or language barriers, we adapted the interface to be icon-based and multilingual. When new flock management reports became possible thanks to better data quality, we expanded the system to support new business insights. Agile delivery let us course-correct in real time, reduce risk, and deliver real value sooner.

RESULTS & BENEFITS

The new system dramatically improved operations across more than 100 farms. Manual data entry was virtually eliminated, saving hours of administrative work each week. Drivers now use tablets to confirm deliveries, log feed weights, and sync data automatically—no paperwork, no delays. With real-time visibility into feed demand, deliveries became more responsive, cutting late arrivals by over 85% and reducing feed waste by 25%.

Finance teams also saw immediate gains, with feed costs flowing directly into the accounting system—doubling the speed of reporting and improving cost accuracy at the flock level. The mobile app was simple and intuitive, requiring no training—even for non-English-speaking drivers. As the system matured, it unlocked broader business value, enabling smarter inventory decisions, improved FIFO (First In, First Out) management, and new reporting opportunities that had previously been impossible.

WORDS OF ADVICE

Don't just digitize. Rethink. Start with where the work should begin—like actual consumption, not just requests. Use real data, not assumptions. And when the real world pushes back (because it will), lean on Agile thinking: test, learn, and adapt quickly.

That's how you build systems that don't just work better—they work smarter.