



Consorzio Produttori Bionature
Forlì-Cesena, Italy
www.delcampobionature.com

Industry:

Consumer Goods

Annual Revenue:

US\$265.7 million

Employees:

1,020

Oracle Products & Services:

Oracle Database Enterprise Edition
Oracle Application Server

Oracle Partner:



CONFOR
www.confor.it

“Automatic measurement of environmental conditions introduced with Oracle has improved the animals’ health, resulting in better quality products for consumers. We expect the investment to pay for itself within 18 to 24 months.”

– Dr. Guido, President, Consorzio Produttori Bionature

Consorzio Produttori Bionature Automates Processes and Ensures Product Quality

Consorzio Produttori Bionature, a poultry farmers’ association, produces top quality poultry products under the Del Campo brand. Established to share an agro-industrial method permitting total control of the entire production process, the association is now recognized as a symbol of quality Italian food products—using scrupulously selected raw materials entirely free of genetically modified organisms.

Challenges

- Develop a standard technology for management of farms with different poultry raising facilities
- Deploy integrated software to meet the needs of poultry farm managers and technicians
- Ensure regular and prompt animal health checks to supply the market with wholesome, healthy products
- Enable the association to automatically measure environmental parameters and implement corrective actions to restore optimal conditions

Solution

- Worked with CONFOR to implement Oracle Database Enterprise Edition and Oracle Application Server to enable automatic measurement of characteristic livestock farm parameters
- Enabled effective, complete, and automatic management of the entire poultry farm, with remote access to all information and data processing for each building—linked by personal computer, mobile phone, internet, GMS/GPRS, or satellite
- Stored all data in historic records, providing a useful aid to enable strategic decision-making through preparation of statistics and reports
- Decreased operating costs and reduced business risk by automatically restoring optimal environmental conditions
- Leveraged data in Oracle system to monitor environmental conditions, ultimately reducing mortality on poultry farms