



ZOHIO Creator

Eliminating food safety risks with low-code

Progressing
Food Safety

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The company

Access to safe and healthy food is a basic human right, but there's often no definite means of identifying whether the food we eat on a daily basis is completely safe. That's why, since 2015, Progressing Food Safety has made it their mission to ensure food safety at its very source.

Melisa Cavallaro, founder of Progressing Food Safety, is an independent food safety consultant who specializes in fruit and vegetable growing practices. Her main responsibility is to assist farmers in developing and implementing food safety systems that help reduce, minimize, or eliminate risks that may affect the safety of their final product.





My goal is to provide a system that can be incorporated into their daily practices, rather than become an addition or another thing to check off their extensive list of daily tasks.



Melisa Cavallaro
Founder, PFS

Here's an excerpt from our conversation with Melisa, on how she leveraged Zoho Creator and low-code technology to enable a food safety management system with a network of farmers.

The challenges

Before using Zoho, the farmers would use a variety of handwritten forms to ensure daily record keeping was managed. Food safety programs are audited yearly, and their efforts would have to be reviewed, filed, easily accessible, and readable, in order to show compliance. This meant that the average farmer would need to keep several different records to verify compliance for every single day. Because of this, some of the major challenges they faced were:



Accessibility

Most farmers don't spend their days categorically filing their records. Melisa would often be greeted with a pile of papers covered in dirt or left in a truck/tractor.



 **Compilation**

To ensure compliance with ever-changing regulations, a common practice would be to keep adding additional records.

 **Legibility**

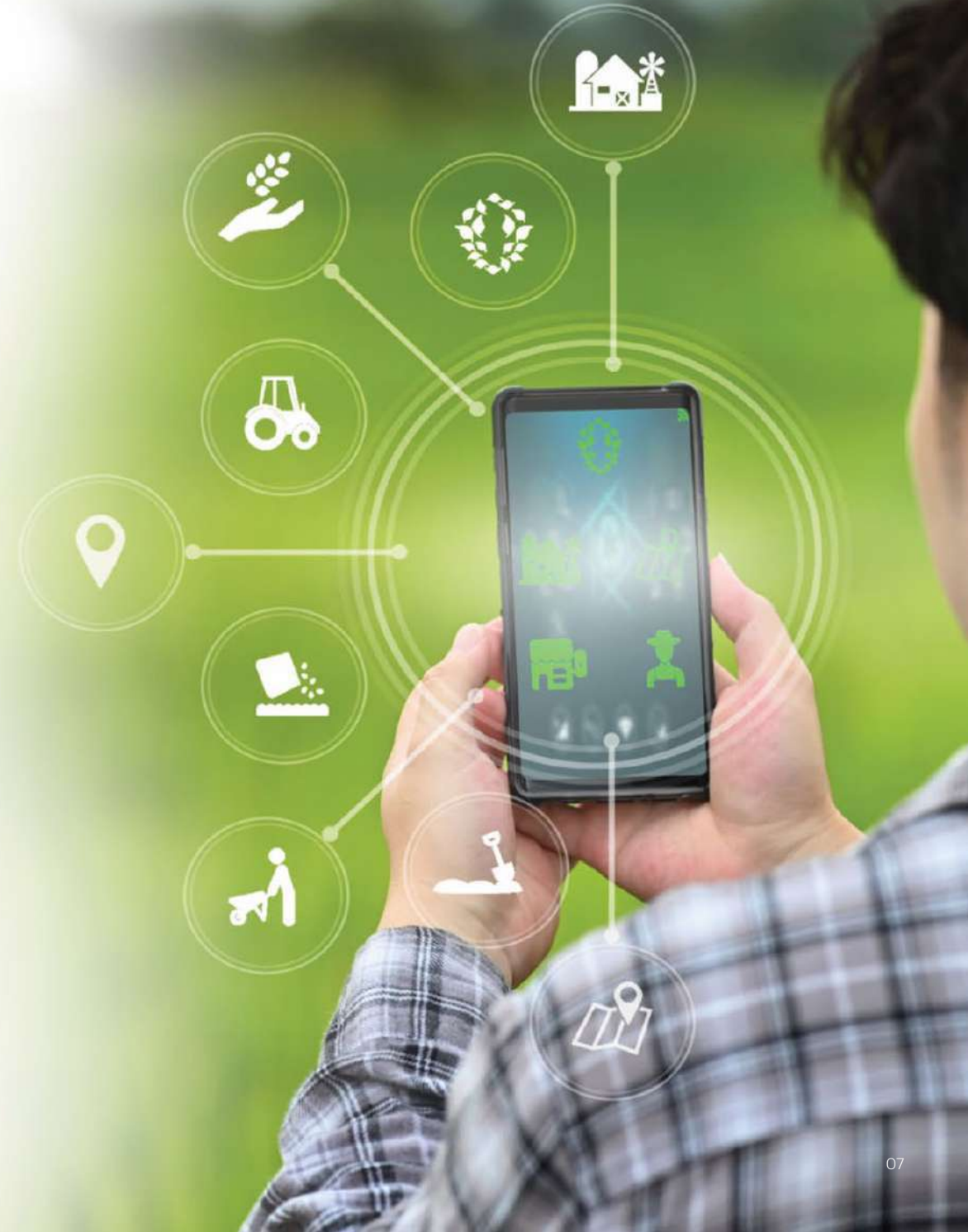
Handwritten records are typically completed in short form, which means that often the handwriting would be illegible, not detailed enough to meet the requirements, or just not proof of actual compliance.



The solution

Have you tried any other tools or platforms?

There are many farming apps that have been developed by industry bodies, but farming is unique to every farm, every farmer, every region, and every crop. There's no one solution for all farming. For the most part, I found these solutions to be over-complicated, difficult to maintain, and expensive. safety systems that help reduce, minimize, or eliminate risks that may affect the safety of their final product.



Why did you choose Zoho Creator?

I had taken an interest in program development, but with my time constraints and lack of coding knowledge, I was looking at years and years of development and would have had to use an external service to develop it. I then started looking into the options, and even got some quotes and tried working with one developer. I found several issues:

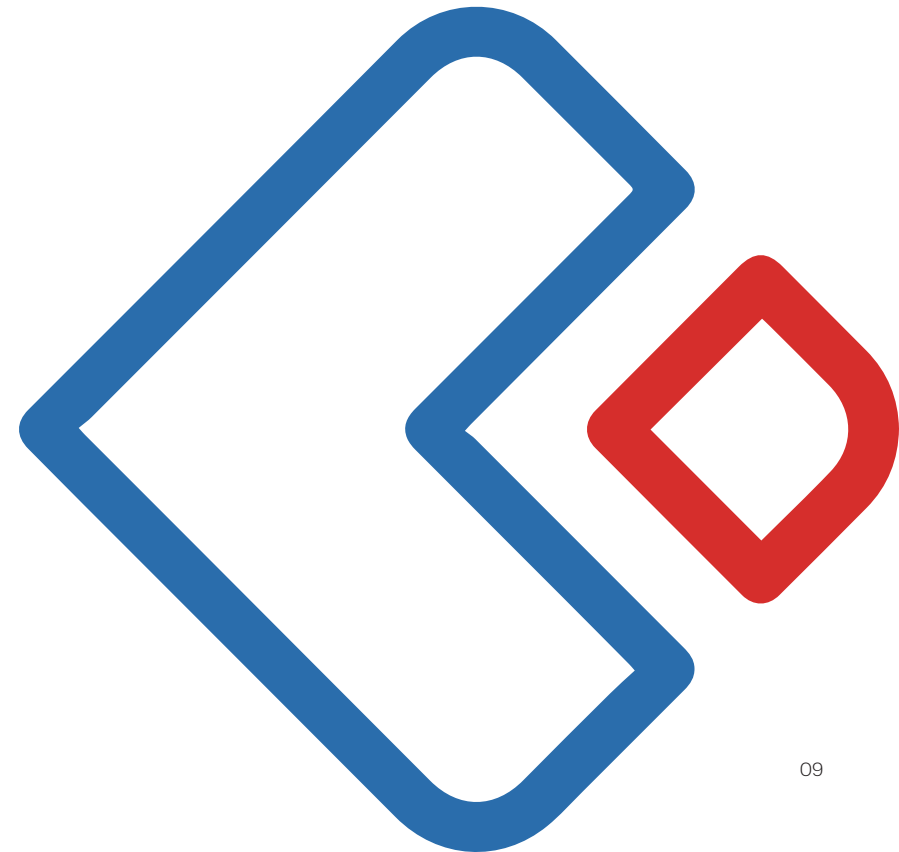
1. The developer didn't understand my brief, my vision, my goal, and, quite frankly, farming.
2. The developer was in another country, so communication was difficult. It would often be very late nights for me.
3. If I wanted to make any changes, it was difficult! First I would have to try and explain it, then wait for the first draft of the change, then go back with my critique (often not received well), then wait for the second draft. In my industry, rules, regulations, requirements, and the needs of my clients all change frequently—and I wanted to address that as soon as possible.

I choose Zoho simply because I was able to create the program I needed for my clients in my time and adapt it as I see fit. I have total control.

How easy or hard was it to get started with Zoho Creator?

Very easy, but a bit time consuming. As with anything, you will always get out what you put in. For me, the time I put in was very rewarding, as I could see results unfolding right before my eyes. I remember, right at the beginning of my trial subscription, I was given time with a Zoho developer and that person must have thought I was way out of my depth, but I was determined to create a solution for my business.

I found that the platform brought out the creative side of me, and I enjoyed learning more every time I logged on. The support from the Zoho team has also been incredible—every question I've had has been answered (even the simple ones), and if the answer is not simple, the team member would always get back to me with a solution.



The results

What are the Zoho Creator apps used in your organization and what are they used for?

Simple Farming app 1

These apps allow the farmer to keep accurate records of their planting dates, fertilizer inputs, chemical inputs, harvest yields, and pack out records. In some cases, this includes equipment maintenance, stock inventory, and risk assessments.

Training and Induction app 2

This app deals with the employee onboarding process, as well as employee accessibility to business policies, procedures, incident reporting, grievance mechanisms, and timekeeping.

Approved Supplier app 3

For companies that don't grow produce but offer a packing service, they must purchase from approved growers and retain vital information in regard to the grower's compliance documents. These documents have an expiry date and must be updated, reviewed, and managed. This app keeps track of these.

Equipment Maintenance app 4

Safe farming equipment is essential for any farming operation. Most accidents that occur on farms can be avoided by incorporating proper pre-start practices and safe operation training into employees' daily tasks. Using farm equipment has become second nature for farmers, and addressing any problems is often a reactive response to an issue rather than a preventative action. But pre-starts and maintenance reports are extensive and time-consuming, and simplifying the process gives the farmer confidence that the equipment their staff is using is safe to use. Having a history of maintenance actions also aids the farmer in investing in new equipment.

What tasks have been automated?

Record-keeping **1**

The records in the app are always the most current and accurate. Electronic records allow accessibility to internet links and links to current versions of standard operating procedures, which handwritten forms cannot.

Accessibility to live data which contains vital information for growers is also important, as it may include things like new developments on how to use a specific chemical for their crops. This is always a cause for concern, because often the farmers will have printed documents from the manufacturers at the time of purchase, but in a few months' time, these documents

become obsolete. Without access to live documents, the farmer could be misusing the chemical for their crop, causing them to produce unsafe food.

Employee training program **2**

Farm work is often seasonal, inconsistent, and labor intensive. Therefore employee changes are constant and a cause of great stress for the farmer. A well-designed, customized, and simple-to-complete induction program is the beginning of a great employee and employer relationship.



Tracking business expenses **3**

This is vital for any small business operation. To be able to simply enter receipts into a report that's customized to your business is invaluable. It has been a game changer for my business and I have been incorporating costs for farming tasks to help farmers with their crop expenses.

Benefits and ROI

How great of an impact did Creator have on your organization, and how has it helped you to overcome the challenges you had before?

Zoho Creator has expanded my clientele, has gotten my clients referring me to others, and has given me that extra edge over other food safety consultants. I'm no longer addressing just food safety risks—I'm now able to address many different aspects of business management systems.

Utilizing customized program development has certainly **increased income by 29% and the number of Zoho users by 27%**, but it has mainly helped me focus on the clients that will allow my business to help in progressing their food safety compliance. After all, my business's name is Progressing Food Safety. Using Zoho Creator allowed me to create a solution unique to my business while I continue to grow my business. It has revolutionized food safety compliance.



What is your favorite feature and why?

I most like the simplicity of creating a form. Drag-and-drop fields are a great visual tool for how the form will look to the user.

Scheduled reminders are also essential, and email or mobile notifications to remind farmers when a task is due have been the most well-received feature I've heard from my clients.

The feedback from my clients, has been overwhelming positive. The farmers are finding their days are more streamlined, organized and they're feeling a sense of relief knowing that their business are food safe compliant.

The customer portal is something I'm exploring now, as more of an employee portal. This is a fantastic feature that could potentially give my clients that extra edge when disclosing information to their customers, as well. I'm excited to see the possibilities!

It's nice to say that I'm finally creating my dream in a cost-effective way that's enjoyable for me.

A peek into their application

The screenshot displays the 'UWG Farm Records' application interface. The top navigation bar includes the user name 'Melisa Cavallaro'. A left sidebar contains menu items: Chemicals, Crop Reports, Reports, Fertiliser Details, Field Work, and Crop Overview. The main content area is titled 'Chemical Management' and features the 'United Wholesalers & Growers' logo and the subtitle '~ CHEMICAL INVENTORY ~'. Below the logo are two action buttons: 'Purchased a chemical?' with an 'Add to Inventory' button, and 'Found a new chemical?' with an 'Add to Chemical List' button. The primary section is a 'Chemical Inventory Report - Full' table with columns for Date of Purchase, Chemical Name, Supplier Name, Quantity, Batch No., DOM, Status, and Empty. The table shows two entries for 26/04/22: 'Kocide Blue Xtra - 10kg' and 'Bravo Weatherstik - 10LL', both with a quantity of 2 and 6 respectively, and a status of 'In use'. A summary row shows a total quantity of 8. A date filter for 19/04/22 is visible at the bottom of the table.

Date of Purchase	Chemical Name	Supplier Name	Quantity	-1	+1	Batch No.	DOM	Status	Empty	Empty
26/04/22	Kocide Blue Xtra - 10kg	Nutrien Ag Solutions	2	-1	+1	MAY21HG023	05/21	In use	Empty	
26/04/22	Bravo Weatherstik - 10LL	Nutrien Ag Solutions	6	-1	+1	AAC6BC1C	07/21	In use	Empty	09/05/
			8							
19/04/22										

UWG Farm Records
Melisa Cavallaro

Crop Report

All Crop Reports

Foleys Rd Block Reports

Piersons Block Reports

Mahogany Creek Block Reports

Reports

Fertiliser Details

Field Work

Crop Overview

All Crop Reports

Date-Time	Crop	Plant ID	Quality Sta...	Image 1	Image 2	Image 3	Image 4	Comments:
<input type="checkbox"/> Block A - MBIKA > MBIKACapG9								
27/04/22 06:33:26	Capsicum	MBIkACapG9	9 - Excellent					Ready for green pick now, size and well hard to find damaged fruit.
22/03/22 07:32:07	Capsicum	MBIkACapG9	7 - Good					This blk has some more irregular growt
<input type="checkbox"/> Block B - MBIkB > MBIkBCapG6								
16/02/22 06:32:54	Capsicum	MBIkBCapG6	8 - Excellent					Colour is Looking good considering the
29/03/22 13:56:50	Capsicum	MBIkBCapG6	9 - Excellent					Looking great, foliage is dark green witi cover but going into the cooler weathe

Showing 51 of 51

Photo	Inventory	Equipment Description	Service Freque...	Url	Last Service D...	Next Service ...	Status
	1	Spray Rig 7000L boom sprayer (green)	6 Monthly		01-01-21	30-06-21	Active
	10	yellow (blue weight tank on top)	Yearly		26-05-21	26-05-22	Active
	100	Spray tank Inter row sprayer cravo 100L	Yearly		01-06-21	01-06-22	Active
	101	Wire Runner	Yearly		01-06-21	01-06-22	Active
	102	Cutter Bar Gray small	Yearly		01-06-21	01-06-22	Active

About Zoho Creator

Ever hit a roadblock with software development? With more than **25 years and 13,000+ customers** across the globe, catering to various industries and businesses of all sizes, Zoho Creator offers the best solutions for all your app development problems. And you don't even have to know any coding. All you need to do is sign up and start building right away!

Top brands that use our platform:





www.zoho.com/creator

We'd love to talk! Reach out to us:
hello@zohocreator.com



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