

Wayne Farms LLC Switches Trade Promotion Management Solution Provider

In a move to improve the productivity of its trade promotion management performance, Wayne Farms has selected Blacksmith Applications, GoSimple™ TPM Solution.

The integration of Wayne Farms into the GoSimple™ solution will provide improved processes creating efficiencies and an increased ROI. Wayne Farms will achieve process efficiency improvements related to claim processing, deduction management, broker commission payments, and trade spending contract management.

Along with a more streamlined contract management process, the real-time data analytics will give visibility into purchase trends, any leakage in Wayne Farms' trade spend process for resolution and provide insight for forecasting.

Wayne Farms senior manager of category and finance planning, Emileigh Greene, said, "Our internal team and Brokers are finding the GoSimple solution easier to use and easy to customize. We'll have better insight into our trade spend activities, lower deduction balances, and better analytics. The GoSimple team and their customer service is the best we've seen."

GM-GoSimple Brian Maloney said, "It is an honor to partner with Wayne Farms. We are excited to help them see an increased ROI and work with their team to improve their overall trade spend process."



About Blacksmith Applications

Blacksmith Applications is a SaaS technology company offering end-to-end trade promotion management (TPM), sales planning, promotion optimization (TPO), and advanced analytics solutions to Foodservice & Consumer Packaged Goods manufacturers of all sizes.

Our applications, FORGE, GoSimple and T-Pro Optimum, enable sophisticated workflows and analytical capabilities to plan and evaluate trade programs and events across channels.

About Wayne Farms LLC

Wayne Farms LLC is the seventh-largest vertically integrated poultry producer in the U.S. with annual sales exceeding \$2 billion. A subsidiary of Continental Grain Company, Wayne Farms owns and operates 11 fresh and further-processed facilities throughout the Southeast, produces more than 2.6 billion pounds of poultry products each year, and employs more than 9,000 individuals. Producing products under the brand names of WAYNE FARMS® fresh and prepared chicken; PLATINUM HARVEST® premium fresh chicken; CHEF'S CRAFT® gourmet chicken; NAKED TRUTH® premium chicken; and LADYBIRD SELECT™ premium chicken, Wayne Farms has a well-known history of delivering exceptional poultry products to some of the largest industrial, institutional, and foodservice companies across America.