



## Gerber

Gerber engaged with James Ross Consulting to review opportunities for strategic change (process change) and tactical change (performance and cost improvement) at their largest North American products plant.

## Helping Gerber to streamline their supply chain operations to combat lower costs from low cost country sourcing.

### Business Challenge

Market pressures and low cost country sourcing meant that Gerber was recognizing the need to improve processes and cut costs. They knew that some of their production lines were inefficient but because the lack of activity based costing and accurate inventory control they were finding it difficult to identify exactly which product lines should be targeted for change.

The challenge was to prioritize which areas to tackle first to bring the largest and most sustainable benefit. There were considerable issues to overcome, first in collecting the information that could model their current processes more accurately and secondly to create change where many of the procedures were systemic.

### How JRC Helped

JRC surveyed the North American Gerber Products Co. plant and constructed a prioritized list of key cost improvement areas within the Supply Chain. This included packaging inventory reduction, reduced product damage, reduced manufacturing complexity and improved flexibility.

### Value Delivered

The JRC project team delivered significant cost and process benefit on the key cost improvement areas which included: streamlining the product range by removing the proliferation of packaging styles; reducing procurement spend on materials through vendor consolidation and inventory reduction through re-organised production cycles. JRC also provided day to day technical support to assist the plant further to implement a wide variety of supply chain and manufacturing projects through re-training employees and configuring new specifications and procedures.

### About Project

Gerber's more than 200 baby products include the almost ubiquitous glass jars of baby food. The company makes baby cereal, juices, and toddler food, along with baby bath and skincare products, bottles, teething, breastfeeding accessories, spill-proof cups, and infant toys and clothing. Its Gerber Life Insurance Company offers various whole and term life products. Gerber feeds, soothes, and amuses babies worldwide.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).