

Cranswick Transforms Food Safety & Compliance with AuditComply

Case Study: Food Safety & Quality Management



AuditComply digitized and streamlined Cranswick Country Foods' Food Safety, Quality, and Compliance (FSQA) operations. By replacing labor-intensive paper systems with AuditComply's mobile-first platform, Cranswick gained full control of its processes, reduced paperwork, increased audit readiness, and improved compliance visibility across its packing, production, slaughter line and distribution.

About Cranswick

Cranswick is one of the UK's leading food producers, supplying premium pork, poultry, and value-added products to top-tier retailers. It is a FTSE 250 listed plc and is recognized as one of the best British food companies. With over 10,000 employees and revenues surpassing £2 billion, Cranswick is committed to sustainability, animal welfare, and product excellence. The Cullybackey site in Northern Ireland employs over 500 people and plays a critical role in the company's supply chain.



KEY CHALLENGES



Paper-based processes were inefficient, difficult to maintain, and risked data loss.



Paper-based systems made it hard to track temperature deviations leading to avoidable waste and compliance risks.



Decisions were delayed due to poor oversight and fragmented information.



Preparing for audits was manual, stressful, and time-consuming.



Missed checks and incomplete data increased regulatory risk.



AUDITCOMPLY SOLUTION

AuditComply digitized all food safety and quality audits, allowing instant data capture and seamless reporting.

AuditComply automated temperature monitoring with real-time alerts, enabling instant corrective action and protecting cold chain integrity.

Real-time dashboards and mobile auditing gave teams immediate access to critical insights.

Preloaded audit templates and automated scheduling to ensure consistent compliance and readiness.

Automated alerts, intelligent scoring, and traceable non-conformance workflows improved accountability and reduced failure rates.



Business Outcomes:

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- Strengthened Food Safety Culture Across Facilities**

Cranswick uses AuditComply's Templates to enforce consistent PPE checks, GMP routines, and hygiene practices. Daily audits across slaughterline, production, and packing areas are fully digitized, with real-time alerts and photo evidence promoting proactive compliance. Metal detection assessments are also tracked seamlessly, helping reduce foreign body risks and ensuring alignment with BRCGS standards.
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- Prevented Product Waste Through Cold Chain Accuracy**

Automated temperature checks across chillers, freezers, and carcass storage ensure the cold chain remains intact. Real-time alerts flag any deviations, allowing teams to act quickly and avoid spoilage or contamination. This approach has helped Cranswick cut waste, protect product quality, and meet BRCGS cold chain requirements.
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- Improved Weighing Accuracy & Operational Consistency**

Scale calibration templates ensure weighing equipment across portioning lines and checkweighers stays accurate. This reduces giveaway and helps meet customer specifications. Scheduled validations and traceable digital records support BRCGS compliance and bring greater consistency across production.
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- Empowered Teams with Real-Time Mobile Oversight**

Cranswick's teams use AuditComply's mobile app to complete checks and access records on the go. Real-time dashboards give full visibility into site performance, reducing paperwork and manual reporting. This mobility has improved traceability and sped up corrective actions across facilities.
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- Streamlined Audit Readiness & BRCGS Compliance**

AuditComply helps Cranswick stay audit-ready with BRCGS-aligned templates and centralized data. Monthly roll-up reports deliver key insights straight to leadership and site teams. During unannounced audits, historical records are just a click away, saving time and reducing stress.
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- Accelerated Digital Adoption with Minimal Training Overhead**

The platform's intuitive interface allowed Cranswick to roll out AuditComply quickly, with minimal training. Monthly support calls, and user-role controls ensure teams stay supported. High adoption across QA, operations, and technical departments has driven long-term engagement and success.



“The dashboard helps our whole team monitor tasks, and features like alerts, the scheduler, and image attachments have streamlined how we work. I also really value being able to filter reports, edit user roles, and access non-conformances in a clear PDF format. It’s made a huge difference to how smoothly everything runs.”

- Aine Dobbin,
Technical Compliance Officer,
Cranswick Ballymena



Why AuditComply?

AuditComply empowered Cranswick to modernize and future-proof their Food Safety & Quality programs, enabling:

Template-Driven Control:

AuditComply's customizable templates give you full control over FSQA and audit workflows, ensuring consistency and compliance across every facility.

Scalability Across Multiple Facilities:

By mapping assets directly to operations, AuditComply enables rapid rollout and operational efficiency at scale. AuditComply's asset structure allows Cranswick to monitor every corner of its food business.



“AuditComply has massively reduced the amount of paperwork we deal with, making it much easier to stay on top of everything. I find it extremely helpful when it comes to unannounced audits, pulling reports is much simpler.”

- Aine Dobbin, Technical Compliance Officer, Cranswick Ballymena



Ready to see AuditComply in action?

Schedule your personalized demo

