



BATCHMASTER[®]
Process Manufacturing Software

Premium Pet Food Manufacturer Streamlines Production, Quality, and Compliance with BatchMaster and SAP Business One

Customer Success Story:



For more than 75 years, Breeder's Choice Pet Foods has produced premium pet food, manufacturing both its brands and those of its co-manufacturing customers. As the company grew, its leadership recognized the need for an ERP system that could help them efficiently manage multiple production lines, control quality, and maintain full product traceability.

When Breeder's Choice purchased the company, it was operating on a much larger ERP system designed for enterprises, not mid-sized manufacturers. "We had to find a solution that was right for our size company," said Rick Rockwell, Chief Operating Officer. The company selected BatchMaster with SAP Business One, which combines robust production management with integrated financials, allowing them to track both manufacturing and business operations on a single platform.



SAP Business One and BatchMaster together have enabled us to help our team grow and support the needs of the future of our company.

Rick Rockhill
Chief Operating Officer
Breeder's Choice



KEY RESULTS

- Gained full traceability and visibility across production and quality processes
- Reduced compliance risks with a positive release system and a QA-controlled manufacturing process
- Eliminated manual tracking challenges with an integrated ERP solution
- Improved procurement and purchasing workflows tied to production needs
- Supported growth by replacing an oversized legacy ERP with a right-sized, scalable solution
- Built user confidence through training and ease of system use

CUSTOMER	Breeder's Choice Pet Foods
INDUSTRY	Pet Food Manufacturing
LOCATION	Irwindale, California
PRODUCT	BatchMaster ERP with SAP Business One



CHALLENGES

Breeder's Choice faced several operational challenges before implementing BatchMaster:

- **Manual Tracking of Lots and QA Approvals**

Before BatchMaster, tracking lots and managing quality assurance involved manual processes that increased the risk of delays and errors.

- **Inefficiencies in Procurement and Receiving**

The company needed a better way to manage procurement. Previously, lab supplies and raw materials were ordered with limited visibility between purchasing, quality control, and accounting.

- **Compliance Risks and Lack of Integration**

With the older, oversized ERP system, concerns arose about maintaining compliance and ensuring quality documentation. Without seamless integration between production and financials, the company faced planning challenges and limited visibility into operations.

SOLUTION

Breeder's Choice implemented BatchMaster, integrated with SAP Business One, to support its unique needs as a mid-sized pet food manufacturer.

All raw materials are now placed on quality hold upon receipt, allowing the company to control the process from start to finish. Breeder's Choice is one of the few pet food manufacturers that test finished goods before release, ensuring products meet strict standards.

With SAP Business One handling financials and BatchMaster managing production, Breeder's Choice benefits from the best of both worlds. The systems work together to give the company complete operational visibility. "Now that we have full implementation, we can make future modifications and programming needs to fit our growth," said Rockwell.

BENEFITS



Automated Lot Tracking and Streamlined QA Approvals

With BatchMaster ERP, Breeder's Choice replaced manual lot tracking and QA processes with automated controls. The system enforces quality holds on raw materials, manages positive release of finished goods, and ensures complete traceability across all nine steps of production, significantly reducing the risk of delays or errors.

The ERP's positive release system ensures no product enters or leaves the plant without meeting quality standards. Raw materials are subjected to automatic quality control upon receipt, and finished goods are thoroughly tested before release, ensuring strict adherence to safety and compliance requirements. "Our quality assurance department depends on BatchMaster to assure that our positive release system maintains complete and total control of our entire manufacturing process," explained Rockwell.



Streamlined Procurement and Accounting

BatchMaster with SAP Business One ties together purchasing, receiving, quality control, and accounting, creating a seamless procurement process. The company can now generate purchase orders, receive goods under quality hold, and verify payment receipts, all within the same system, providing every department with real-time visibility into the supply chain. "Now, stated Rockwell, we can generate POs for the purchase of lab supplies, and then our accounting department can use that PO to verify the receipt of goods and make payment."



Integrated ERP for Complete Operational Visibility and Compliance

By implementing BatchMaster with SAP Business One, Breeder's Choice eliminated siloed operations. The combined solution provides end-to-end visibility, consistent data management, and comprehensive compliance support, allowing the company to meet regulatory requirements while improving operational planning.



Scalable, Right-Sized ERP

"SAP Business One is helpful because it allows us to track all the financial components of manufacturing and our business, along with the tie-in for the BatchMaster side of production," said Rockwell. The combined solution delivers enterprise-grade capabilities in a system built for a company of their size. Breeder's Choice staff have also become proficient at using the system with confidence.



Poised for Growth and Continued Success

Breeder's Choice is now positioned to scale operations without sacrificing quality. The company has confidence in its ability to manage production, ensure compliance, and meet customer demands.



"BatchMaster allows us to plan and produce and then track the full traceability through all nine steps of that process."

- Rick Rockhill, Chief Operating Officer,
Breeder's Choice

ABOUT BATCHMASTER SOFTWARE

BatchMaster Software is a leading provider of ERP solutions that help emerging and growing formula-based manufacturers streamline their operations and scale production while reducing costs and complying with changing customer demands and ever more stringent regulatory mandates. The company delivers industry-specific solutions for Food, Beverage, Nutraceuticals, Pharmaceuticals, Cosmetics, Chemicals, and other process industries. BatchMaster ERP is seamlessly embedded within SAP Business One, providing a comprehensive process manufacturing solution that is available on-premise and in the cloud. BatchMaster Software has served the process manufacturing market for over 30 years and supports thousands of customers worldwide.



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