



Seasoft Helps Maine Coast Improve Lobster Inventory Visibility & Control, Control Distribution Costs

Founded in 2011 and strategically headquartered in York, Maine with a satellite facility on the Boston Fish Pier, Maine Coast is a leading, global distributor of North Atlantic live lobster.

Maine Coast sources its fresh North Atlantic lobsters from a trusted network of independent lobstermen and cooperatives throughout New England and Atlantic Canada. The industry is focused on long-term sustainability of the wild fishery funding extensive research and adhering to strict guidelines that ensure this natural resource thrives for generations to come. The Maine Fishery has also received Marine Stewardship Council (MSC) certification as a sustainable and well-managed fishery. The MSC is the world's leading certification and eco-labeling program for sustainable seafood

Maine Coast's state-of-the-art 30,000 square foot facility holds 160,000 pounds of live lobster and offers value-added lobster products and a variety of boxes and packaging options to meet its global customers' needs.

Maine Coast's live lobster facility on the Boston Fish Pier includes a 5,000-square-foot facility with the capacity to hold up to 30,000 pounds of lobsters. The company provides rapid-ship delivery worldwide via Logan Airport and specialized service to Boston and Southern New England area customers as well as customers in more than 30 countries worldwide. Tom Adams, owner of Maine Coast said, "We're proud to put Maine and the Maine lobster industry onto one of the most iconic fish piers in the world. It's a showcase for what we do here."

The Maine and Canadian lobster fisheries operate with complementary seasons, providing Maine Coast with a steady year-round supply of the finest hard shell and new shell lobster in the world. The company employs about 45 people year round.

Maine Coast is an active participant in the lobster industry promoting responsible fishing practices, an improved business climate for Maine lobster dealers and processors, coordinated marketing efforts and essential scientific research to maintain a sustainable lobster resource for years to come.

The company has received numerous awards in the past few years. In May the company was presented with the President's "E" Award for Exports for its demonstrated national leadership in expanding export markets for the country. The President's "E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.



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CAi Seasoft
SOFTWARE

THE PROBLEM: **LIMITED INVENTORY VISIBILITY AND CONTROL**

Prior to implementing CAI's Seasoft Software in the summer of 2017, Maine Coast had been using a customized combination of spreadsheets, Google Docs and QuickBooks accounting software to run the business. While somewhat effective, the disjointed applications, files and documents limited visibility into sales, inventory and other key areas, and generally made accessing essential business information a challenge.

Mike Delahanty, CFO for Maine Coast had come to realize that they needed to upgrade their business software to gain more control over inventory. "We went as long as we could with our legacy software but it was a matter of time as to when we'd be in the market for new software. We evaluated several options and spoke to others around the industry. After speaking with the folks at CAI and evaluating the software up close, we knew Seasoft was the right decision for our company."

THE SOLUTION: **SEASOFT ERP SOFTWARE FOR LOBSTER DISTRIBUTION**

Seasoft Software is enterprise resource planning software that helps seafood processors and distributors improve efficiency, reduce costs and maximize bottom line profits. Whether it's achieving better control of inventory, tracking production yields, pinpointing costs or responding quickly to a food safety issue, Seasoft's easy-to-use software tools overcome the challenges of weight-based, commodity-priced products where visibility into lot and portion control, traceability, by-product accounting, settlement processing and multiple freezer and warehouse locations are of paramount importance.

Digital Whiteboard for On-hand, Incoming and Committed Inventory

For Maine Coast, it all started with inventory visibility and control.

Seasoft worked closely with the team at Maine Coast to develop a digital whiteboard that shows short-term, on-hand inventory. "It's been a real game-changer," Delahanty said.

"We can quickly see the daily total number of pounds of lobster and the specific lobster sizes on-hand at each site, so we always know what is available for sale. The ability to see a snapshot of incoming and allocated inventory over a three-day period is important to us, and because everyone is working with the same, real-time information, our sales team can be confident in the orders they are taking."

Maine Coast also uses Seasoft's grading capability to evaluate profitability based on the source of the product. Seasoft captures and displays historical data for each lobster supplier over a period of time. Maine Coast can evaluate the size and quality of the lobster runs their vendors have been providing, the percentage of discards, and the sales margins achieved for each vendor.



Managing Delivery Costs to Its Global Customers

As a major exporter, Maine Coast maintains a sophisticated network of carriers that deliver its products to its customers overseas. To help manage these transportation partners and accurately track delivery costs, including rebates and commissions, Seasoft worked with the team at MaineCoast to develop an export-specific packing slip that itemizes individual box numbers within each international shipment.

“We’ve developed a series of unique partnerships and methodologies involving multiple, independent freight carriers,” Delahanty said. “The Export Packing Slip lets us designate a combination of transportation partners as a single carrier. This simplifies freight rate analysis and control and helps us to cost-effectively deliver our products to our international customers.”

“Since our go-live on Seasoft a bit over 25 months ago, the software has paid for itself in enhanced productivity and cost savings. By working with the team at Seasoft during the implementation process, we were able to develop a software system that feels like it was designed specifically for our business model. If you need new software, Seasoft should be at the top of your list.”

To find out more, call 800.422.4782 or visit caisoft.com/seasoft.

