



## Customer Success Story

# John F. Martin & Sons, Inc.

Stevens, PA

### Customer Profile

John F. Martin & Sons started back in 1930 specializing in raising poultry and selling it to farmer markets across Pennsylvania. Now they are a hybrid processor and distributor specializing in smoked meats—ham and bacon specifically. They distribute a full line of meats and deli products including cheese. They have over 1,000 customers but still like to consider themselves a medium-sized distributor. They started with *FoodConnex* back in 1993.

### Business Challenge

Bernell Martin, General Manager recalls, “Back before *FoodConnex* we were doing everything by hand and it was not only tedious but a huge money drain. This was the main driving force behind our decision to begin looking for food specific software. One of the factors that lead us to choose *FoodConnex* was that they had many meat companies just like us as customers already. They knew what our specific needs were. It wasn't like the many generic software programs out there because it was built to fit exactly our needs.”

*“Whenever we find ourselves with a new business challenge we have always been able to turn to FoodConnex to build us a solution. It's been a key factor in helping us grow and expand the business.”*

**Bernell Martin**  
General Manager

### Our Solution

“One of the best things about *FoodConnex* has to be the customization hands down. Whenever we find ourselves with a new business challenge we have always been able to turn to *FoodConnex* to build us a solution. When it came time to automate the fax process, it was simple and easy to upgrade. With SWAMI bar coding capabilities we were able to increase accuracy even more.”

### Positive Business Results

“Increased productivity and time savings have been huge as we changed from a hand written business to an electronic one and we continue to see improvements every year. The customization of the software has been amazing and a key factor that continues to help us grow and expand the business. In a sense *FoodConnex* has grown with our business and you just can't beat that.”