Supply chain software: delivery visibility, efficiency and trust.

Thoughts For Food 2017
Dear Readers,

Once again I would like to welcome existing and new customers to another edition of Thoughts For Food. As many pundits predict, technology will play its biggest role ever this year in food production, supply chain and retail environments. The constant drive by consumers for more information and greater transparency on food means businesses are going to have to be smarter and leverage technology to reassure and build trust with their customers.

Knowing who’s in your supply chain and what they produce is now the new norm, but improved visibility on how the supply chain is performing to maintain competitive advantage will become pivotal. Waste reduction initiatives from the leading players are now common in the industry in order to improve supply chain efficiency.

Technology companies can play a key role on this agenda. Muddy Boots’ new collaborative partnership with Sensitech, specialist in cool chain management, is one such example, where Sensitech’s temperature monitoring technologies when integrated with our Greenlight Quality Control systems give control and visibility on cool chain performance across an entire supply chain. This gives significant impact on waste reduction within the fresh industry.

An overall common theme throughout 2017 will be Collaboration. Continued improvement in systems integration through common interfaces with 3rd parties, particularly ERP solutions, will continue to drive down implementation and deployment costs and further reduce islands of data.

Collaboration between supply chain participants on data management will also feature strongly as retailers seek deeper insight into supply chain performance. Accessibility to our systems for a wide range of users over ever increasing geographies will continue to push boundaries.

Our challenge is to continue to make our systems more intuitive, as they penetrate more deeply into supply chain, more valuable to all stakeholders and users. Enabling mobility in the workforce is key in increasing utilisation of workforce and improving efficiency.

Our customers are experiencing positive gains not just in efficiencies but also improvements to workforce engagement. The trend for accessibility on multiple devices on multiple platforms will not abate and we are committed to extend our mobile offer and keep ourselves at the forefront of the mobile business agenda - I think you will hear more on that during the year.

I touched there on a couple of points, value add and engagement for all stakeholders and users. Improving business insight for users, making sure the right data is in the hands of the right people who can act on the information to drive the right business outcomes, will be key in addressing those two points. Exciting new tools are in the pipeline and being developed to ensure data access and ease of use for everyone across all our platforms. We look forward to showcasing them with you during the year ahead.

Please enjoy our magazine and we hope to meet during the year.

Welcome to the 2017 Thoughts For Food Magazine

Jonathan Evans
Managing Director
Muddy Boots Software
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**Word on the tweet**

@The Grocer Victory for #WasteNotWantNot campaign as companies pledge to double redistribution

@DefraGovUK “Food and drink is already the UK’s largest manufacturing sector, adding more value than the car & aerospace industries combined” #OFC17

@FPJlive WRAP praises supermarket food waste schemes

@KWP_UK Courgette value sales up 7.7% YoY but volume growth up a huge 17.3% - one to watch in future #courgettecrisis (KWP data 52 w/e 1 Jan ’17)

@fpCFreshtalk US vegetables flown in to Europe during unprecedented shortage

@Londonproducesh Half of all US #food #produce is thrown away, new research suggests. #FoodWaste

**Meet a team member**

Rebecca West
Product Owner

**Can you explain your job?**
Our priority is delivering the best products to our customers. At Muddy Boots, I am responsible for the vision and development roadmaps of our Greenlight Assessments, Supplier Approval and Pesticide Manager applications. I prioritise the work done by our development teams in order to deliver business value for our customers and meet strategic objectives.

**What do you enjoy most about your job?**
I enjoy the variation of my role, from strategic planning and decision making to assisting the development teams in delivering product improvements. Ultimately, the biggest satisfaction comes from knowing that the teams I work with are developing systems that transform the way our customers manage quality and compliance.

**What are you most excited about in Greenlight Assessments and Supplier Approval?**
I think the creation of a combined Site and Supplier Approval (SSA) team, and introducing a new structure to the way work enters the team’s backlog is going to really improve the way we work. I have also developed product roadmaps for the next 2 years, which are designed to enable the integration of the SSA products.

**WRAP – 1.8%**
WRAP – 1.8% of the 2.4m tonnes of food surplus & waste goes to redistribution charities or commercial firms.

**Marks & Spencer – 9%**
Marks & Spencer – 9% reduction in food waste over the past three years through their Plan A CSR commitments.

**Bayer – 221 million**
Bayer – 221 million hectares of wheat are grown each year worldwide. This equals the area of Greenland.

**DEFRA – £201bn**
DEFRA – £201bn in total spent by consumers on food, drink and catering.
Improving your experience

It’s all very well having products that do the job, but if people don’t enjoy using them, then all that development work goes to waste. Excellent user experience for our customers is paramount. Our User Experience Designer, Jordan, explains how he helps make your software work well and look good.

1. Hi Jordan! Do you want to introduce yourself and let us know a bit more about what you do in your job role?

I’m Jordan! I’m a hybrid UX/UI designer/developer who has come from a software engineering background, starting off as a full stack developer. Here at Muddy Boots I’ve come into this role as a front end web developer. I serve as a resource for all of the teams within the organisation, our two man team work on the front end of each of the products. This gives us a great helicopter view across all products, which helps the second half of my job where I do a lot of work on the user experience, making sure it is easy to use and accessible for all types of users.

I work closely with the teams across all products to generate high quality visuals as well as useable functions for the app and website as per requested by the users.

2. What do you enjoy most about the work you do?

I’d say creating new features and being challenged to think of new ways to do things that are easy for the users to use and will be well received. This requires a lot of extensive research through the use of our website analytics to see what platforms our users are using as this helps us to shape their experience. In some cases gathering feedback from UserVoice has also been helping to shape our roadmap to make our products as visually pleasing as we can.

3. Since starting in the business, what has been your impression of the user experience within the suite of products?

My impression so far is that occasionally, our feature development can be based on broader assumptions of what our users want from our products. We’re now making sure that through using tools like UserVoice and our in-product messaging tool, we can open up the lines of communication with our users and give them every opportunity to feedback on what they need from our product.

4. Could you tell us about where we could see some improvements in the not so distant future?

There are some instances within our products where screens need to be laid out more clearly but in a way that is understood by the user. There is a term I like to use – cognitive load – you’ve got a screen with lots of data on, which a user tends to get quite overwhelmed at which makes it hard to make sense of it. The aim within many of our products is to split the data out to make it easy to read, only showing what is needed at the time therefore reducing cognitive load. Another aim is to reduce the number of clicks to achieve a goal within the system.

5. What work are you doing at the moment to make all of this more user friendly?

I’m looking at how the design of our products can be refined to bring a unified consistent feel to them. This includes updating the style visually and refining the user journeys. I’m working across all products to shape them into something greater, which in turn will assist the users in their day to day use of the product.

UserVoice

In Spring 2016 we trialled UserVoice in Greenlight Grower Management and following its success we decided it should be here to stay. UserVoice has become the way to allow our users to make suggestions on our products and helps us get in touch with those that use our products every day. In Greenlight Grower Management we see these users as having an expert knowledge of both farming and the functions and features offered by the software. We’ve been really pleased to see how keen our users have been to tell us how we can make the product even better and as a result have been able to refine our roadmap to include some of the features suggested. One of the most popular ideas voted on by our users was for fertiliser plans to be implemented as a feature in the product and sure enough that’s exactly what we did. We have an ongoing stream of suggestions coming in from users with many of them under review, started or already completed!
In an effort to make quality management within the fresh produce industry even easier and more portable, we’re making Greenlight Quality Control software available as an iPhone and iPad app. Here, Waitrose’s Quality Technologist, Trevor Patey describes the significant time savings this new platform compatibility has yielded.

Waitrose save 71 days’ worth of checking per year with the Greenlight Quality Control IOS app

Trevor Patey’s role at Waitrose involves checking the quality of a product in any location; this could be strawberries in a field, a suppliers dispatch area, a Waitrose distribution centre, or even in their stores.

“My job is to ensure that the product we’re receiving meets the quality standards set out by Waitrose,” explains Trevor. “Because the location of my work is so variable, it’s essential we have a system that’s very mobile.”

“Two minutes saved per inspection”

From a training point of view, Trevor has found the new app much easier to get up and running with. “The interface just seems a lot simpler. Because everyone is used to using an Apple device in their day-to-day lives, the whole interface just feels more familiar. For example beforehand, we had the ability to take photographs, but in order to attach it to the inspection you had to take the image, then go into a separate file and find the image to then attach it to the inspection. Now, as is the way with so many other camera integrated apps, it’s all done on one screen and the process is just a lot faster and more fluid.”

Trevor adds that one colleague has achieved a time saving of just over two minutes for each inspection recorded using the iPad, compared to the Windows tablet.

“Looking at the user’s current volume of checks completed for the last 6 months, (7470 on the Windows tablet) if this was translated over 12 months, we’d predict the saving would equate to around 71.14 days of time saved to complete data input.”
“Given the ease of use and the substantial time the new IOS app is saving us, the whole team is really pleased with this significant development from Muddy Boots; it’s really transforming the way we operate.”

Our Product Development Manager, Mark Powell, explains that the advantages of such substantial time savings in an environment like this are significant. “Principally it allows for two things, either a higher volume of inspections taking place, or the redistribution of man power either to focus on other riskier items, or to other stages of the quality process. It essentially allows for a more efficient use of time and resource, which in any business is fundamental.”

Waitrose feel the mobile benefit
Trevor continues that the IOS app is a big step forward compared to the original handheld devices his team traditionally used.

“The old devices were good, but the Windows based system always felt a little outdated. Practically speaking the touch screen is much better on an iPhone or iPad.

Before we really had to rely on using a stylus, especially because all the fields on the Windows device were quite small – everything on the iPad app is much bigger, clearer and easier to access.

“Many of my colleagues also have the Greenlight Quality Control app loaded on to their iPhone. This is principally because we always have our phones in our pockets and if we’re ever in the warehouse and we see something that needs addressing, we can reach for our phones without having to go back to the office to retrieve our iPad or tablet – so there’s no delay in dealing with any issues.

“The Greenlight Quality Control app works identically on the iPhone and it’s just as easy to use. Having the iPhone functionality is a really useful addition because, being cloud based, we know that the inspection will sync across to our iPad too, so there’s no duplication and nothing is lost.”

Making a system truly configurable
Mark Powell, concludes by saying that the availability of Greenlight Quality Control is not only a milestone for the product, but for Muddy Boots on a broader scale too.

“Making the company’s software compatible with multiple platforms is one of the final pieces of the jigsaw in terms of making our products truly configurable. Being able to choose whether to use iPhones, iPads or tablets is a decision that’s completely down to the customer and allows them to choose what best fits their need, we’re very pleased to hear the success that Waitrose and other customers have had with our new development.”

Mark Powell
Product Development Manager
The consistent challenge when dealing with compliance is that it’s always been complex, time consuming and perceived as a burden.

These steps will show you how the management of compliance no longer needs to be an onerous task. Not only that, you’ll see how Greenlight Supplier Approval can quickly become a powerful business development asset.

1 Identify what’s not working

Everybody has a process in place, but is it really working? If your business can’t quickly identify where your product’s coming from and from who, then you’ll be asking yourself the same thing.

In managing due diligence effectively across the supply chain, all of our discussions begin by addressing the limitations of the existing processes that companies currently struggle with.

Paper records
A lot of companies still rely on paper documentation. This is such an inefficient method because it’s expensive and subject to human error. Worksheets and paper can get mislaid or lost in transit. Storage is also a problem, requiring rooms of filing cabinets, and trying to access anything that’s locked in a folder is time consuming no matter how thorough your indexing may be.
Excel
All it takes is for an Excel novice to make a mistake and the whole sheet is ruined. It’s also very internally focussed as the only way others can access and contribute to the data, is if you send them a copy of the file. This creates a big risk of file duplication resulting in different people working from different versions. Apart from this, what really makes Excel a risky option is the fact that it’s a snapshot in time - no sooner has it been updated then it’s out of date again.

The development of an internal IT solution
You could build some sort of supplier management system in-house, but is that really a wise investment? For a start it requires constant maintenance, either by a new IT resource you’re going to have to hire, or by an expensive third party support team. Again, it’s also very internally facing as it relies on the data you put in, and it won’t always work in harmony with any other datasets. Finally, is it cloud based, which would allow other people to access and update information, people like your suppliers and customers? prevents duplication, as once data has been added by one user, it’s there in the system for anyone to instantly see, whether they are a customer accessing the information they require, or a supplier or grower uploading the documentation that you have requested. Cloud is the only solution that truly connects your entire supply chain.

Simply having a system like this in place greatly reduces your admin burden, but this can be elevated even further with our Greenlight Supplier Approval system.

By connecting with your supply base through our cloud based platform, you can also transfer some of the administrative responsibilities down the supply chain, by allowing suppliers to manage their own due diligence and the responsibility of supplying compliance documentation. And just to prevent any slippage, automatic notifications will alert you of any impending expiry dates, like certification, allowing you to request updated documentation from whoever you need, whenever you need it.

2 Centralise your dialogue with suppliers through a dedicated, cloud based software solution
When managing supply chains, however complex, the ability for multiple users to log in and access a centrally managed system from anywhere in the world is vital. It
3 Integrate with validated third party data sets

By implementing a cloud based supplier approval system, you’ve got a firm grip on your supply base where you can quickly and easily see who’s in it and what their approval status is. You’re even shifting some of the administrative work back down to your supply base. The task of managing supplier due diligence has suddenly become a whole lot simpler, but can it get even easier?

Yes it can – with Greenlight Supplier Approval you can also integrate with large third party data sets making even the basic task of data entry and record look-up quicker for both you and for your suppliers.

For example, Greenlight Supplier Approval now integrates with GLOBALG.A.P. and can immediately sync certificate and grower information from the GLOBALG.A.P. database, driven simply by a unique number. This saves significant admin time by reducing the need to manually upload and monitor GLOBALG.A.P. certificates - a huge advantage for food businesses who traditionally spend a lot of time uploading JPEGs and PDFs of all the GLOBALG.A.P. certificates that they receive.

Now, all you need to do in Greenlight Supplier Approval is enter the GLOBALG.A.P. number and everything is completed and saved automatically by the system. This means that you don’t have to worry about files being out-of-date or certificates being invalid, as the system informs you when these are due or have expired.

4 Display your process visually – use the system to tell your story and show off your credentials

It’s all very well having a list of who’s in your supply chain, but being able to visualise it and demonstrate its approval status in a robust manner to your customer will differentiate your business from your competitors.

With Greenlight Supplier Approval’s supply chain mapping feature, you can display your whole supply base, mapped like a family tree and clearly identifying who supplies who and where they are in your chain.

You can even filter your view according to product, organisation and country, letting you really refine how you view your supply chain. This view can then be analysed geographically as it is overlaid on a satellite map, showing not only who is in that chain, but also where in the world they are.

Being able to easily showcase your supply network in such detail will help you develop strong, trusting business relationships as you are able to demonstrate quality supply which not only enhances your brand reputation, but also that of your customer.
‘Store in a cool dry place’ is a phrase that we see on the packaging of almost every piece of food we buy. But adhering to these instructions before the food reaches the shelves is a critical concern to retailers and suppliers and the need to maintain a consistent and appropriate environment for the product during transit has resulted in a huge industry of its own. Here, we look at the world of cold chain storage and reveal the valuable data it can produce.

We’re talking principally about fresh produce here, but ‘perishables’ come in many forms, including meat and dairy, as well as pharmaceuticals and medical supplies. Anything deemed perishable needs to be transported in a controlled environment to maintain a desired lifespan.

Occasionally produce doesn’t reach its desired lifespan and goes off before it should. Waste at this stage is the most expensive type for a retailer, and while occasional issues are to be expected, the costs associated with a consistently failing product, quickly add up.

So, in these instances what can be done? If you’re a retailer, you can closely monitor the practices of your suppliers (see page 07 to read how our Greenlight Supplier Approval software specifically helps with this). You should also have a good handle of your quality assurance protocol once the produce reaches your depot. But between dispatch and arrival, during transit, there can be an ‘information black spot’. Historically, it was very hard to tell how the produce had been treated during its journey, which in some instances can span several weeks. These black spots however are rapidly becoming a thing of the past. Sensors placed in the storage container can now monitor the journey on behalf of the retailer.

American company Sensitech produce these sensors called TempTales and they have the sole purpose of recording the level of temperature and humidity during the transportation of these perishable goods. So, once the delivery arrives at its destination, a Technical Manager can take the TempTale, plug it into a computer and extract the data collected during the journey to see a minute-by-minute account of any fluctuation in temperature or humidity. Thanks to GPS capability, you can even see precisely at which stage of the journey any exceedance occurred.

Fluctuations are to be expected, but any exceedances of a predefined acceptable level are clearly highlighted. This means that should an issue arise with the quality of produce sent in that consignment, the data will quickly identify, when, where and for how long that delivery suffered from an inadequate environment. This means that technical teams can make much more informed decisions about how to prevent this wastage occurring in future.

There are clear synergies between Sensitech’s product offer and our own quality assurance and supply chain management software. They are both addressing the same issues for the same target customers and the combined product offers complement one another in terms of food safety and waste reduction.

We’re constantly looking for ways to enhance our products and deliver the most powerful quality assurance tools to our customers, and integration with third party products is part of that strategy.

This is why the integration of Sensitech data within our Greenlight Quality Control product is something we’re currently working on, so watch this space...
The Internet of Things: join the advance party

Senior Business Development Manager, Paul Thomas, takes a look at the sensor-connected world we now work in and the role it plays right at the product’s source.

The ‘Internet of Things’ (IoT) is rapidly entering the vernacular and just like ‘cloud-computing’ a few years ago, it’s a phrase that people struggle to get their heads around, but promises to “change our world!”

Broadly speaking, the Internet of Things describes the network of physical objects which are connected together to enable the collection and exchange of data.

You could be forgiven for thinking that urban businesses are paving the way for the development of this technology, but it’s actually the agricultural industry that is ploughing ahead in this brave new world.

One example is John Deere’s GPS-based automated guidance system, AutoTrac, which can acquire signals from 56 satellites around the world and offers a position accuracy of up to 2.5cm.

John Deere say building big vehicles is yesterday’s news; building intelligent vehicles is tomorrow’s. Because machinery manufacturers are limited by vehicle length, height, width and weight on the roads, they’re finding that they can only innovate by making vehicles more intelligent.

But why would a farmer want to know his or her exact position down to 2.5cm? Significantly, it makes food production cheaper. By preventing excessive overlap when spraying, accurate guidance systems can ultimately help a farmer spray less and use less fuel, saving them up to 10% of their costs straight away; a saving that, according to John Deere, could easily add up to £50 - 100 per hectare for a cereal farmer.

Agricultural machinery is becoming increasingly covered in sensors, each ‘advising’ the machinery how to operate more efficiently.

So apart from cost savings and yield optimisation, what else does this new era offer? That’s right, data. A vast amount of information is being pumped out by these machines every minute. For example, irrigation probe manufactures are integrating their data with variable seeding rates and weather data to help optimise nutrient uptake, improve crop growing conditions and help the growers to strive for the optimum yield for their specific crop.

Likewise, drone companies are exploring their potential to monitor all of this from the skies above, using a variety of different cameras and sensor technology.

The agricultural industry is still only beginning to explore using the IoT in precision farming, but, there is huge potential to embrace and utilise this technology, and to drive its future development. Through direct integration into the food chain and retail sector, and the ability to manage complex farm data, you’ll be pleased to know that Muddy Boots is already leading the advance party.
Make the most of your spend on quality management

Greenlight Quality Control is fast becoming the industry standard in the field of quality assurance software. It is used by suppliers and retailers all over the world to transform the way that they manage quality.

Despite Greenlight Quality Control’s popularity in the industry, there is a misconception that the software is primarily aimed at retailers and therefore comes at a premium price. Here, Senior Business Development Manager, Jeff Goulding explains how this is not the case.

The offer within the product varies in its sophistication. Suppliers are able to choose one of three specific packages tailored to meet the capacity and capability requirements of their business, both initially at point of implementation, and beyond as their company grows.

Greenlight Quality Control allows suppliers to move from a process of conventional ‘quality control’, to a more holistic approach of ‘quality assurance’. This means that businesses using Greenlight Quality Control are able to shift the focus of resources from just ‘policing’ the product, to actually assuring its performance.

Using Greenlight Quality Control allows companies to equip the workforce closest to the product - more often than not those within ‘operations’ with the ability to easily measure and communicate the product’s performance status while still carrying out their normal duties. Staff within the quality department have visibility of performance data, and it’s these outputs that drive the focus.

With exception flags in place, skilled technical resource is now freer to seize the opportunity to add value to the customer beyond just performance based on quality and price. This is because the product’s quality is assured, and the cost associated with keeping it that way is significantly reduced. Businesses using Greenlight Quality Control not only improve their offer to the customer, they also engineer the opportunity to enhance that relationship.

We’re finding that our customers are now able to spend more time on NPD and innovation, beyond that of their competitors, and over time this naturally manifests in overall business growth. Companies in the food sector are now realising the importance of putting quality on a pedestal, because it’s becoming apparent that providing a consistently reliable quality offer has the power to unlock significant business growth opportunities in the long term. Now in our 21st year existence, we’ve always built services that empower the user. It’s an ethos that runs across all of our products and is why we equip them with tools that take them from people who just do their job, to those that are masters of it, a by-product that adds significant value to our customers’ operations.

The ability to share responsibility and become more efficient and strategic with resourcing are traits that companies naturally adopt thanks to the implementation of our systems, and with this in mind, it’s clear to see how solutions from Muddy Boots have played an important role in helping companies achieve significant growth.
A recent Shopper Vista study, conducted by the Institute of Grocery Distribution (IGD), has found that 45% of shoppers claim they are able to buy higher quality produce for the same or less money than previously. Interestingly, a study conducted by the same company back in 2012 found that 54% of shoppers were prepared to pay more money for high quality produce; demonstrating the radical change in consumer expectations. Head of Commercial, Jack Evans explains how the use of supply chain software has been critical for retailers and suppliers in meeting these ever increasing expectations of their customers – and giving them a competitive advantage.

At Muddy Boots, we believe that as retailers and suppliers have focused on sharper pricing, shoppers have become more accustomed to benefiting from lower prices, without necessarily needing to trade down in quality: “This poses a huge challenge to the retailer,” states Jack Evans, Head of Commercial at Muddy Boots, “and this increasing expectation of ‘quality for less’ is adding to the pressure.”

Is there a way that retailers can give their customers better quality produce whilst maintaining or even lowering their prices? Jack believes there is: “This is something that can only be achieved through working more efficiently, maintaining total visibility and getting produce right first time, every time.”

“The reality is that retailers rely on their suppliers to provide a consistently high standard of produce. Reducing costs by paying them less will inevitably impact quality as suppliers will be forced to make concessions in the production process to compensate their loss of earnings. This is a risk retailers can’t afford to take.

“An alternative is cutting costs internally; often this is a case of downsizing personnel. This is also an unwise decision as spreading a workforce too thinly, especially in
the quality department – an area that is now so high on the agenda and so publicly exposed - is a risky strategy. Things get missed, mistakes are made and this could have disastrous consequences.”

The implementation of accessible cloud-based systems may seem like an expensive option, but the benefits and long term cost savings they yield vastly outweigh the investment. Having better visibility of quality data, and being able to easily communicate that up and down a supply chain plays a significant role in improving transparency and enabling better collaboration. This gives businesses better insight into the factors that affect the performance of their supply chains, and ultimately gives them the information required to remove inefficiencies and areas of waste.

For example, since using the Greenlight Quality Control app from Muddy Boots, Waitrose have been able to save a tremendous amount of time in quality checks. “If the user’s current volume of checks completed for the last 6 months was translated over 12 months, we’d predict the time saved to complete data input would equate to more than 71 days,” says Waitrose’s Quality Technologist, Trevor Patey.

Likewise, Morrisons have found that Greenlight Quality Control has transformed the way they manage their supply chain and drive their quality agenda.

Hugh Mowat, Head of Quality explains that “traceability, quality assurance and compliance is paramount for the products destined for our shelves. Muddy Boots’ dashboard capability gives teams a real-time view of the performance of our supply base. We can now view site, supplier and product performance in one place, which has enabled us to drive significant efficiencies through waste reductions, and identify and mitigate risk from our supply chain.”

The preservation of a hard-won reputation and the delivery of customer trust is essential to any retailer; as a growing number of retail technical managers are finding, the insight and transparency in supply chains that Muddy Boots’ software solutions offer are crucial in delivering the retail Holy Grail of higher quality and better value.
Supply chain software
Delivering visibility, efficiency and trust.

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