

THE OVERNIGHT BLIND SPOT:

HOW DETWILER'S FARM MARKET IS PROTECTING FRESH INVENTORY WITH FRESHMON

With seven Florida grocery locations and a growing operation to protect, Detwiler's Farm Market found a way to close a critical gap in its refrigeration monitoring strategy. The result so far? Zero product-loss incidents on equipment protected by FreshMon.

At any grocery store, some of the most expensive problems can begin when nobody is watching.

A cooler stops holding temperature. A freezer begins to warm. Hours pass while the store is closed, and by the time employees arrive the next morning, valuable inventory may already be at risk, and likely lost.



For grocery operators, it's a familiar concern. Refrigeration is essential to protecting fresh food, but monitoring every piece of equipment isn't always as straightforward as it sounds.

At Detwiler's Farm Market, a growing grocery chain with seven locations across Florida, the challenge wasn't a lack of monitoring technology. The company already had an Environmental Monitoring System (EMS) in place to keep tabs on its permanent refrigeration fixtures. The problem was what that system couldn't reach.

When the company's Head of HVAC/R joined the organization, he identified a gap in the existing approach. Many of the store's self-contained, plug-in coolers and freezers couldn't practically be wired into the EMS.

These were independent units operating beyond the reach of the existing system. And when one of them developed a problem overnight, there was a chance the team wouldn't know about it until the following morning.

"Since implementing FreshMon, we have not experienced a single product-loss incident on any piece of equipment protected by the system. It has provided peace of mind, reduced risk, and delivered measurable value to our operation."

For a business responsible for protecting fresh and temperature-sensitive inventory, that was a risk worth addressing.

When the system doesn't cover everything

Modern grocery stores depend on a variety of refrigeration equipment. Some fixtures are permanently installed and integrated into centralized monitoring systems. Others are self-contained units that offer flexibility in how a store is laid out and operated.

But that flexibility can create a monitoring challenge.

Connecting every independent unit to an existing system may require additional wiring, installation work and expense. And for Detwiler's, extending its existing EMS to these coolers and freezers wasn't a practical solution.



Carmen Vogel
carmen@v-mark.com



That left a blind spot in an otherwise established monitoring strategy.

The consequences could be significant. If an independent unit failed during the night, temperatures could rise for hours before anyone discovered the issue. By then, the business could be facing spoiled product, inventory replacement costs and the disruption of investigating what went wrong.

The team needed a way to monitor these units without adding the complexity and cost of hardwiring them into the existing system.

The answer wasn't necessarily to replace what was already working. It was to find a way to monitor what had been missing.

A practical solution to a real problem

Detwiler's implemented FreshMon in 2025, a wireless temperature monitoring solution designed to extend visibility to refrigeration equipment that traditional systems can be difficult or impractical to reach.

One of the features that stood out first was also one of the simplest: every FreshMon sensor includes a built-in temperature display.

That means employees can see the current temperature directly at the equipment, without needing to rely solely on a separate screen or application to check conditions.

Installation was straightforward, and the system gave Detwiler's the flexibility to configure monitoring and alarm notifications around its operational needs.

Most importantly, FreshMon changed what could happen when temperatures moved outside acceptable ranges.

Rather than relying on an employee to discover a problem during the next scheduled check, the team could receive an alert when a monitored condition required attention.



That difference is particularly important overnight, when stores are closed and the usual team isn't there to notice a change.

Instead of finding out about a problem the next morning, the team has an opportunity to respond while there may still be time to protect the product.

FreshMon didn't need to replace Detwiler's existing monitoring infrastructure. It needed to fill the gap.

And that is what made the solution practical.

The result that matters most

FreshMon is currently deployed at two of Detwiler's Farm Market's seven Florida locations, with plans to expand to the remaining five locations over the next year.

Even at this stage, the results tell an important story.

Zero product-loss incidents on equipment protected by FreshMon.

For Detwiler's, the value goes beyond the actual temperature readings themselves. The system has helped reduce risk, improve response time and provide greater confidence that refrigeration issues won't go unnoticed overnight.

As the company's Head of HVAC/R explained:

"Since implementing FreshMon, we have not experienced a single product-loss incident on any piece of equipment protected by the system. It has provided peace of mind, reduced risk, and delivered measurable value to our operation."

That is a meaningful outcome for a grocery business. Product loss affects more than the inventory on a shelf. It can mean replacement costs, wasted staff time, operational disruption and lost margin.

While no monitoring system can guarantee that every incident will be prevented, being alerted to a potential problem sooner gives a team a better opportunity to investigate and act.

And when the alternative is discovering a failed cooler after hours of unmonitored temperature changes, that opportunity matters.

More than a temperature reading

Temperature monitoring is often discussed in terms of numbers, thresholds and compliance. Those things matter, but the operational value is broader.

The built-in displays, wireless installation and configurable alerts make it possible to extend that visibility without having to hardwire every independent unit into the EMS.

That approach is particularly relevant for growing grocery operations, where equipment needs can vary from store to store and expanding monitoring coverage needs to be practical.

The lesson is simple: a monitoring system is only as useful as the visibility it provides into the equipment that matters.

Costing them is about more than technology.

It's a practical step in the evolution of an existing monitoring strategy, one focused on addressing a specific challenge rather than replacing systems that already do their job.

For other grocery operators, the experience highlights an important question: are all your temperature-sensitive assets being monitored, or only the ones that are easiest to connect?

Because a refrigeration problem doesn't wait for a convenient time. It can happen during the busiest part of the day, in the middle of the night or in the hours between routine checks.



It's about knowing what is happening when you're not standing in front of the equipment.

It's about giving employees a direct view of current conditions while also providing alerts when something changes.

And it's about helping the people responsible for refrigeration spend less time wondering whether an unseen problem is developing and more time responding when attention is needed.

For Detwiler's Farm Market, FreshMon offers an additional layer of visibility alongside its existing monitoring system.

It's about protecting inventory, supporting store teams and building a more proactive approach to refrigeration management.

Looking ahead: From two locations to seven

The FreshMon rollout is still underway at Detwiler's Farm Market. With two of its seven locations currently using the system and plans to extend coverage to the remaining five, the company is working toward a broader approach to monitoring all their refrigeration equipment across its operation.

The earlier a team knows something has changed, the sooner it can decide what to do about it.

And sometimes, the biggest improvement isn't a more complicated system. It's simply having visibility where there wasn't any before.

FreshMon. Know before you lose.

FreshMon



604-588-6178
info@v-mark.com
#400-601 West Broadway,
Vancouver B.C.
www.freshmon.com