# WHY
# ACCURATE EARLY FRUIT SIZE
# DATA MATTERS

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## *Hectre*

**EMPOWERING
FRUIT GROWERS AND ENTERPRISE**

*WITH THE WORLD'S SIMPLEST
ORCHARD TECHNOLOGIES*

**ACCURATE AND EARLY FRUIT SIZE DATA MATTERS**

# FOR THE PICK

How can you be sure your picking teams / growers are **picking to the brie**f, if you don't have early accurate size information on the fruit being picked?

What is the cost to your business of getting the pick wrong?

- Accurate and early size data enables you to adjust the pick in real time

- Supervisors can **identify and coach pickers** for improved performance supported by real data

- **Packhouses can** gain early size data on fruit coming off the orchard

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# FOR STORING AND PACKING

How can you make **successful storage decisions** about fruit arriving at receiving, if you don't have early and accurate size samples?

What is the cost to your business of making the wrong decision regarding where fruit gets stored?

What is the impact of having to stop the packing line, because the wrong size fruit is being run for the pack?

- Early and accurate size data can **support you to make successful decisions**

- Store the right fruit, in the right place, for the right amount of time

- Reduce costly packing resets - get the pack right the first time

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# ACCURATE AND EARLY FRUIT SIZE DATA MATTERS

## FOR SALES

What would it mean if you could **sell your fruit faster**?

If you had reliable size data on what's arriving into the packhouse, what **extra sales opportunities** would this provide to your business?

How could you **increase the confidence** of your sales desk or selling agent?

- Getting to market faster often means **achieving better prices**

- Early and accurate size data enables sales teams to **do their jobs with confidence** - they know what they've got to sell

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## Digging Into The Problem

Due to a lack of early accurate data for fruit sizes upon receiving, the strength of decision making regarding storage, packing and selling is compromised. This is especially the case for grower/packers with diverse orchards, varieties and external growers to pack for.

Traditional sizing methods at receiving involve QC staff "randomly" sampling (impossible for humans) a small sample size (often about 15 to 25 pieces of fruit (sometimes fruit simply gets "eyeballed") and then judgements are made about storage and sales timings for an entire submission of fruit.

When the fruit gets pulled from storage for commit to pack, inevitably the small (and non-representative) sample size can impact accuracy regarding how well the fruit compares to expectations.

The packing line would need to be stopped (an expensive exercise), packaging and bagged fruit resold, repacked, stored again (double handling) or disposed of.

Fruit drops would need to be rearranged, as well as packaging and staff placement,

Sales deliveries might be late or renegotiated affecting buyer/retailer relations. The process would start all over again with the hope that the next packing run would be more accurate.

Ill informed decisions mean costly mistakes: bins of fruit get stored incorrectly, unnecessary stoppages on the packing line occur, and important sales opportunities are missed.

More costs / less revenue.

Add to this a lack of accurate fruit size data being available during the actual pick, and growers face further problems.
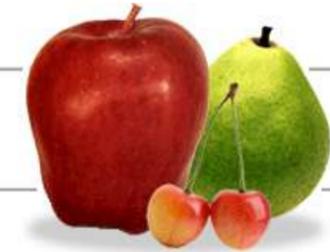
## Traditional Sizing Methods...

- Don't provide accurate data for ensuring the pick is meeting the brief
- Involve small sample sizes: typically 25 - 60 fruit per 100,000
- Are slow, time consuming processes
- Are prone to subjectivity bias & inaccurate sampling
- Deliver sub-optimal results
- Don't support successful decision making

# Who's Getting Accurate Early Fruit Size Data?

These are just some of the companies who are gaining the benefits
of accurate early fruit size data
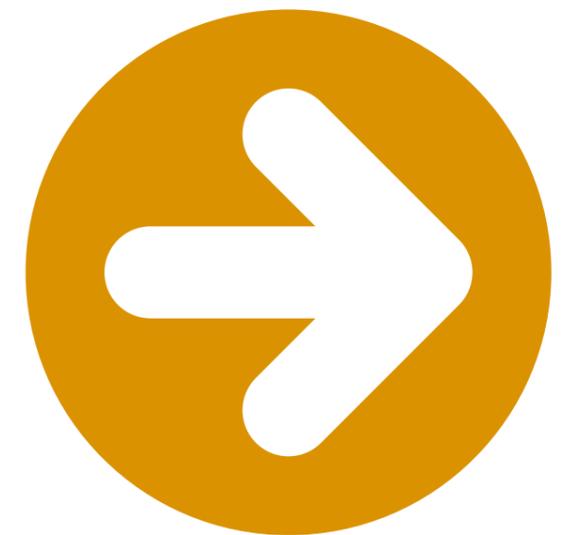


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# WHAT THEY'RE SAYING

*"We're able to give growers instant feedback on whether the size brief is being met, enabling them to adjust the pick if necessary."*

*"We saved over USD$28,000 pa through reduced resets alone."*

*"We saved $3 per bin on fungicide costs because we could determine which fruit was the correct size for exporting to Japan."*

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# Show Me More

- Learn how growers, packers and fruit warehouses are getting their accurate early size data

- Find out just how accurate that data is

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# I'm Ready Now

If you're ready to take action now and start gaining the benefits of accurate early fruit size data, the team at Hectre are ready to help.

Simply complete the quick contact form and our team will be in touch to talk through your needs, advise pricing and get you sorted!

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