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We can walk away, check in remotely, and know that everything is OK and that the fruit will be at the right stage at the right time - and get the right price’

Rob Brookes
Sales & Marketing Manager
CropCorp *

CUSTOMER SUCCESS STORY

Major supplier assures ‘fruit at right stage, time & price’



CropCorp* is a major Australasian marketer, exporter and importer which supplies fresh fruit and vegetables to wholesalers and supermarkets in Australia, New Zealand, Asia and North America. The company is recognised as a local innovator with a global view.

Handling a high value product

Avocados are one of the company’s most valuable food products, which it sources and supplies all year around. At most times, CropCorp has a significant investment tied up in this premium fruit, which has a luxurious texture, taste and mouth feel when perfectly ripe, but which ripens and spoils quickly.

Preserving taste & profits

While the avocado can remain on the tree for months, once the stalk is removed, ripening is triggered. If ripening advances too far, the fruit softens quickly. This dramatically affects the shelf life, and results in lower return for CropCorp and its customers, and a diminished experience for the consumer.

If ripening can be arrested early, the natural process can be delayed until required, assuring predictable shelf life, quality and value, right the way along the supply chain to the consumer. As Rob Brookes* the Sales and Marketing Manager at CropCorp says, it all starts with the consumer: ‘We want consumers to enjoy a really fresh, tasty avocado every time, and be confident about buying more than one each time’.

* This client has asked for names to be changed to protect his competitive advantage. To speak to the company please, contact us.





Adopting technology early

Being an innovator, CropCorp was one of the first to try the earliest ripening technologies which, according to Brookes, were pretty basic at the time. In recent years, advances have enabled control of humidity and ethylene ripening gas, but not much more.

Scaling for growth

Recently CropCorp embarked on an expansion, doubling its avocado ripening capacity to access new overseas markets. As a result, Brookes sought a better solution to underpin its competitive advantage. 'We wanted to grow our avocado business and wanted more control and certainty over the ripening process, to ensure a uniform, premium product all year round', says Brookes.

Gaining control

Brookes chose a single EC12 Ripening Controller to manage all his avocado ripening rooms, giving him central visibility and control over a greater number of ripening parameters, all the time.

With the EC12 he can monitor many more parameters in the avocado rooms, and access real time as well as historical data, which he can use to further streamline processes. While Brookes says he may be saving on consumables like ethylene gas, for him reducing running costs is not the major driver; it's about adding value and gaining greater certainty and control.

Delivering certainty

According to Brookes, 'Now we don't need to manually check every room seven days a week. We can walk away, check in remotely, and know that everything is OK and that the fruit will be at the right stage at the right time - and get the right price'

Brookes says his buyers are happy too; they don't have to worry about fruit being supplied either unripe or too ripe and the financial consequences associated with both. 'Our customers buy from us with confidence, knowing they have a product they can pass on to their customers with assured shelf life and quality. It's good for everyone along the chain, including the consumer.'

Sales Enquires

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For more information and to download the E12 product brochure got to:

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The chosen system: FreshView EC12 Ripening Controller

EC12 Controller featuring 12" central control touchscreen with separate view and configuration screens, which is duplicated in the remote user interface Sensors / Transmitters for each of the monitored parameters

Transmitter Interface Modules that relay data from transmitters in each room Digital Input / Output Module which interfaces between the EC12 Controller and sub-systems like doors, cooling, alarms and humidifiers

Gas Delivery Module which delivers gas to multiple rooms from a single source Web Portal for remote access, control and data download via 3G or LAN using web-enabled devices.

