

# Field Fresh Tasmania

*A crop management system accessible by suppliers and customers has streamlined business processes and saved thousands of dollars a year for an international exporter of fresh Tasmanian produce.*

When Field Fresh Tasmania saw competitors muscling in on its export markets, it knew the time was right to invest in new technology and update its way of doing business.

Failure to respond would have been fatal for the specialist supplier of carrots, onions and shallots whose produce is sold to discerning buyers in Europe, Asia and Australia.

With assistance from the Tasmanian Electronic Commerce Centre, the company decided to install a crop management system that could be accessed by its army of contracted growers, as well as customers globally.

Such a system allows accredited partners access to the Field Fresh website, where they can monitor growing conditions at any stage of the agricultural cycle and track movements of produce once it has been harvested.

“The ability to access crop traceability information directly online is a fantastic development that has resulted in increased confidence through the entire supply chain”.

European retail supplier.

The site also acts as a marketing channel, allowing visitors to explore the company’s range of fruit and vegetables available for export.

The use of digital cameras by company personnel means there is a visual record of products and product specifications, removing uncertainty from contract negotiations because ‘what you see is what you get’.

Based on the success of its entry into e-commerce, Field Fresh is exploring a range of advanced strategies. These include development of a grower’s area of the web site for detailed crop performance monitoring and electronic data transfer.

This transfer of field-based activities to electronic management will further boost levels of efficiency and accuracy, while the direct transfer of shipping container details from transport depots will enable Field Fresh to optimize release and collection operations.

Coupled with the introduction of bar-coding, the company’s ability to monitor stock levels will make it an industry leader, adding to its positioning as a best-practice performer.

Among the most system’s most vocal supporters are Field Fresh personnel, who have seen the elimination of menial duties. In an industry where relationships are crucial to long-term sustainability, the company’s agronomists will soon be armed with laptop computers or hand-held devices that will upload crop data in real-time.

## **About the Company**

Field Fresh Tasmania, part of the Webster Limited group, sources produce from Tasmanian farmers, primarily from the North West Coast, for distribution to the domestic and export markets in Europe and Asia.

The company has cultivated scientific knowledge and applied horticultural technology to secure a place as a diverse horticultural specialist in the global food industry.

The company’s stringent standards of production – from seed development to final consignment – maintain product integrity and traceability in this highly competitive and increasing food safety conscious market.

