

Ongoing Benefits for Australian Mangoes



Using decision support tools developed by the Delytics team has helped Harvest Fresh Fruits Pty Ltd optimise the flavour of their Calypso® mangoes, and secure ongoing market recognition as a reliable good quality brand.

Since adopting the Delytics® decision support tools in September 2011 the Brisbane-based company has been able to make harvest decisions much more quickly and easily, with more certainty they will supply the market with a consistent fruit quality and flavour. The tools are also helping them to streamline their harvest activities and manage their supply chain a lot more efficiently.

At the end of the 2012 season Ray commented, “We adopted the decision support system to give us the best possible chance of providing the right consumer eating experience for every mango, every time. It’s a much more efficient process and has made managing the front end of the harvest plan a lot easier. The return on investment was very quick and the system has paid for itself many times over...Not only do we pick the fruit at the right time to guarantee the right eating experience but we pick it at a stage of maturity that allows us to get it through a very long supply chain with minimal damage.”

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Ray’s successor Kieren Brown says the estimated gains in the company’s first season using the tools were equivalent to approximately 2% of their crop value, and the benefits are ongoing.

Kieren says, “The reputation of the Calypso® mango has definitely improved. The Calypso® colours up really nicely and can look ready before it is. The system has been very, very valuable for helping us manage that. The flavour is now much more correct and consistent. A very typical comment I hear from growers is, ‘You had issues at the start with your flavour and now you’ve sorted it out’. The supermarkets are very happy with the quality, consistency and shelf life of our mangoes now, and we have a more consistent program with them because we are delivering on a quality experience.”

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Kieren Brown, Chief Operating Officer of Harvest Fresh Fruits.

A member of the OneHarvest Group of companies, Harvest Fresh Fruits manages the growing, harvest and packing of tens of millions of Calypso® mangoes between October and February each year.

The company was operating as Ooloo Farm Management Pty Ltd when the Delytics® tools were deployed, with Ray Hook serving as chief operating officer.

When Kieren joined the company as Chief Operating Officer in 2013 the Delytics® decision support tools were fully integrated into Harvest Fresh Fruits' business. A farm manager showed him how to use the tools in just a few minutes and he now uses them as the basis for all his decisions to pick.

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Kieren says, “We use the tools to model and track the different maturity zones on the trees and plan the attack for the harvest. It’s extremely useful to the point where the orchard managers probably couldn’t imagine doing the pre-harvest pick plans without it. It gives us more chance of getting the full potential out of the orchard by picking fruit at the right time, so nothing goes through the supply chain too ripe. For me in Brisbane, it gives me really easy access to verify and check the harvest plans for our Northern Territory orchards.”

Harvest Fresh Fruits measure mango dry matter and flesh colour using NIR guns and then upload the data into the

software developed by the Delytics® team. The system then collates that data into graphs and predictions that make it really easy to decide what needs to happen on the orchard and when.

Kieren says, “Using the decision support tools allows me to ensure we harvest as efficiently as possible while still delivering a good consumer eating experience. I can work with the orchard managers to get a really robust and streamlined harvest plan based on what the system is telling us. It also gives me a more reliable measure for the harvest start date, which helps me line up the equipment and people much better, so we’re not doing anything too soon.”

“Knowing when to pick is the most important harvest decision. Everything flows from that.”

The Delytics® decision support tools are available to all horticultural businesses through a user friendly web-based platform that can be easily adapted to suit any crop variety. These tools can help growers and packers achieve similar benefits to Harvest Fresh Fruits by making it easy to identify when to pick fruit that provide a good consumer eating experience.



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