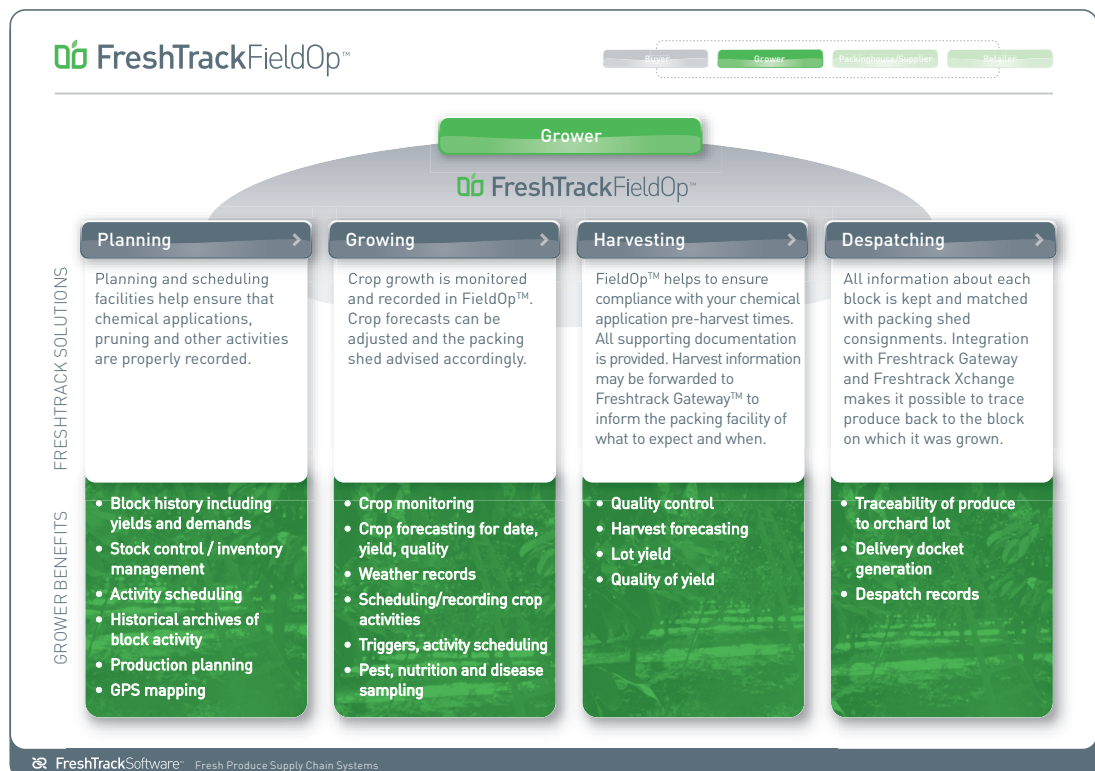


Portable Software Solutions for Professional Growers

Freshtrack FieldOp™ is a crop management program developed specifically for fresh produce Growers. FieldOp™ enables growers to better manage crops through planning, scheduling, monitoring and record keeping, giving you the information you need to run a better agribusiness.

Freshtrack FieldOp™ Explained

Growers enter orchard block details, including varieties and plantings, then schedule the activities to be carried out before, during and after the season. Activities include spray schedules, pruning, irrigation, equipment maintenance, etc. Data is entered into the programme using a PC or mobile PDA (Personal Digital Assistant). The PDA may double as a mobile phone.



FieldOp™ enables growers to better manage crops and gives you the information you need to run a better agribusiness.

Benefits

Freshtrack FieldOp™ is the central point for recording and managing field activities. FieldOp™ is fully EurepGap and HACCP compliant enabling you to meet all reporting requirements.

Gross margin calculations

FieldOp™ includes a stock control system that matches consumables used against revenue. This enables the calculation of gross margin per block, orchard lot or planting, helping you to make informed business decisions.

Scheduling

By scheduling crop activities and recording soil, harvest and weather conditions FieldOp™ is an essential tool for planning and business management. The system also makes management transferable as staff and business owners know exactly what activities have been carried out at any point in time.

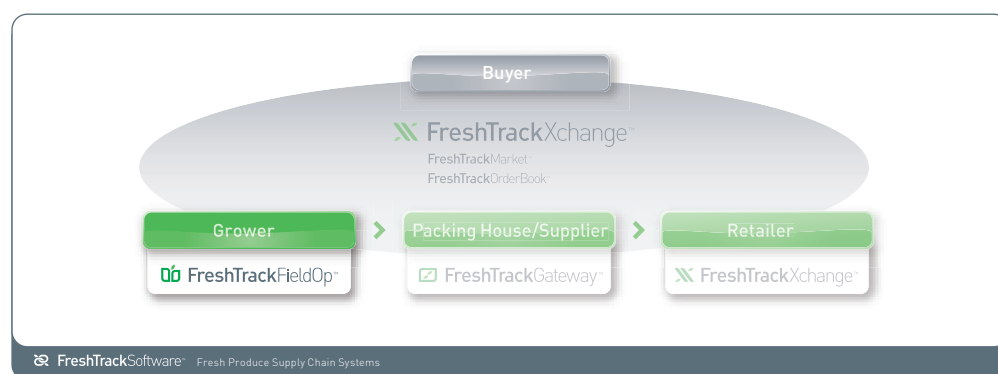
Recording history

FieldOp™ maintains a history of events from previous seasons. This allows you to compare one season's performance against another, or against an average.

GPS mapping

Knowing the treatment of each part of a divided lot is essential for crop rotation. GPS mapping enables blocks to be recorded.

Freshtrack Software Solutions



Freshtrack Software™ solutions add value throughout the entire supply chain. FieldOp™ communicates directly with packing sheds operating Freshtrack Gateway™, Freshtrack's packing shed management system. When produce is delivered to the packing shed, data recorded for that delivery can be automatically transferred to Freshtrack Gateway™. Data may include block details, variety and delivery quantity. Grower crop forecasts can also be sent electronically to Freshtrack Gateway™ via Freshtrack FieldOp™ to provide information for packer marketing programmes, and ultimately to assist in achieving the best market prices. Packing sheds using Freshtrack Gateway™ receive orders and transfer stock forecasts using Freshtrack Xchange™. Freshtrack Xchange™ is a trading system used by Buyers and Retailers to electronically transact with packing houses.

Contact details

For more information about any Freshtrack product, or to see a demonstration, please contact Freshtrack Software™:

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