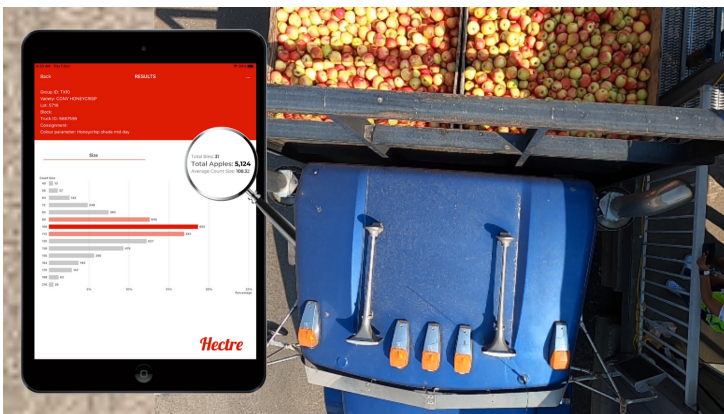


New Zealand's fruit tech startup Hectre to revolutionise global horticulture with AI

01 September 2023 | News

In the post-harvest space, Hectre's early fruit sizing AI solution Spectre, sizes apples, pears, cherries, citrus and onions.



In the post-harvest space, Hectre's early fruit sizing AI solution Spectre, sizes apples, pears, cherries, citrus and onions.

New Zealand's fruit tech startup Hectre has developed transformative technology for the global fruit growing and packing industry. The Hectre platform delivers value across the supply chain by streamlining key processes, and offering early access to valuable data.

Most fruit tech companies play in one market space, like labor management or fruit sorting. Each market has complexities and a never-ending collection of unique use cases. Hectre has overcome a major challenge by crossing over into additional areas of the supply chain.

Bryan Vaughn, Managing Director, AgTech Breakthrough said, "With Hectre's range of solutions, growers and packers can drive efficiency and performance, and gain greater insights for informed decision making and profitability."

The combination of Orchard Management PLUS Early Fruit Sizing solutions that Hectre offers spans both growers and packers. After a successful demonstration in the US, Hectre's technology is now being adopted by fruit leaders in South America and Europe.

In the post-harvest space, Hectre's early fruit sizing AI solution Spectre, sizes apples, pears, cherries, citrus and onions. Spectre provides reliable early data to support successful sales, storage and packing decisions, positively impacting pack planning capabilities, driving down repack rates and fruit loss, and enabling optimal sales.

Spectre has released two core solutions:

- A hand-held option where users simply take a photo of a bin of fruit on their phone or tablet and receive sizing results in seconds
- a top-down solution where a camera is installed above arriving trucks.

More than 5,000 pieces of fruit are detected and sized by Spectre Top Down in one truck pass. Early color grading results are also available.

Growing innovations from Hectre include Digital QC, where growers can track and assess picker performance and provide evidence-based coaching for better picks and packouts. Growers can identify and address picking issues early with Hectre and get more fruit to market. These evidence-based insights have become critical as the cost of labor and regulation continue to climb.

Hectre also helps to simplify labor management with their Digital Timesheet. Over 5,000 pieces of fruit are sized before the truck has even been pulled into reception using a solution that automates complex pay structures such as hourly wages, piece rates, minimum wages, and group picks. Hectre software's auto calculation capability, as well as data flow directly into payroll reports, save growers and their teams time and reduce errors.