# ZEST

| Solution Brief

**Fresh Produce - Produce Growers**

# Improving Delivered Quality, Visibility, and Consumer Delight

## Solution Benefits:

- Real-time quality visibility at the pallet level, across your facilities

- Improved delivered quality and reduced losses through better matching of customer freshness requirement with actual product freshness

- Delivered quality visibility including in-transit pallet- level time and temperature monitoring and received quality evaluation

- Real-time, event driven notifications drive a "manage by exception" approach

ZEST™ Fresh improves the consumer's quality experience by improving the consistency of purchased quality and refrigerator life. By tracking the handling and quality of each pallet of produce from the field through retail delivery, ZEST Fresh enables seamless matching of the retailer freshness needs with the actual produce freshness. Time, temperature and location are wirelessly monitored for each pallet of produce providing visibility to the pallet's adherence to the grower's process, and determining the best fit to pending retail customer needs. These benefits are delivered through real-time dashboards and mobile applications on standard equipment. ZEST Fresh enhances the grower workflow by providing real-time visibility, suggested process steps, and corrective action alerts to maximize quality and retail customer satisfaction.

## Delivered Quality

Freshly harvested product always looks good. However, it is a false assumption that all product harvested on the same day has the same remaining freshness. The hidden impacts of incomplete or improper processing lead to significant variations in the remaining freshness of shipped products. That leads to unwanted surprises as part of the retail and consumer experience, which can lead to claims and brand damage. Ideally, all harvested product is treated according to your best practices, but that is unrealistic and impractical given the challenges of a distributed and manual harvest and pre-cool process, especially during peak days. But maximizing process adherence and matching actual freshness with retailer needs is achievable and significantly reduces the unwanted surprises. Focusing on delivered quality – matching product freshness with the sum of the retailer needs in distribution, transit time and consumer expectations – reduces surprises and builds your brand.

## The Challenge

Preserving full freshness of produce through harvest is difficult, as it requires consistent adherence to process regardless of resources, picked volume or climate conditions. For a variety of reasons, the harvest process can quickly overwhelm available resources or facilities. The result is inconsistent delivered quality to the retailer and consumer.

## The Solution

ZEST Fresh focuses on helping you manage to your process, and make informed decisions on matching actual remaining freshness with customer requirements. Many factors contribute toward product quality - such as color, firmness, size/count and/or brix measurements – which ZEST combines with scoring process adherence for steps such as cut-to-cool time and temperature, pre- cooling product temperature, storage and shipping. These factors are then matched to pending orders, and the best matches are identified using the patent pending Intelligent Routing Code (or IR Code) process. The IR Code process ensures that customer shipments are loaded correctly, and that quality is tracked through actual delivery – ensuring you visibility to the delivered quality.

ZEST empowers workers to keep product on process with real-time tools that reflect each process step – such as received inventory, time and temperature of product staged for pre-cool, pre-cooling, and shipping. ZEST also drives notifications when preset process parameters are exceeded, providing worker focus on the most acute problems in real time. Data driven decisions and "manage by exception" are core ZEST principles that improve efficiency and accuracy in your daily process without overwhelming data. ZEST helps workers make informed decisions on how best to meet customer needs.

The ZEST FreshTM solution is the only real-time, unit-level freshness management tool that is both practical and immediately cost- effective.



*Example ZEST Fresh grower dashboard showing pack house process and pre-cool monitoring*

## XC3 Technology

ZEST is a cloud-based real- time analytics and notification solution autonomously capturing product handling and quality data through wireless XC3 Technology.

- Real-time, event driven mobile and web-based applications
- Complex, rules-based notification engine
- Process based dashboards and mobile applications improve efficiency and accuracy
- Secure, web-based data access via Web API or browser
- Encrypted data capture and connectivity
- Reliable, autonomous wireless data capture



## For More Information

To learn more, please visit our website or contact us directly. We look forward to hearing from you.

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