IMPROVING PACKOUTS AND REVENUE POTENTIAL

AgroFresh

THE CHALLENGE

Packout loss due to over-maturity can be significant and can erode revenue over time. Lack of data means packers have often relied on historical knowledge and small samples to determine optimum room opening order.

THE SOLUTION

- **Strella's** wireless sensors monitor the CA room's ethylene, CO_2, O_2, temperature and humidity
- Sensor data helps **predict maturity to prevent packout loss and preserve revenue potential**
- Real-time, personalized packing orders help packers open the right room at the right time
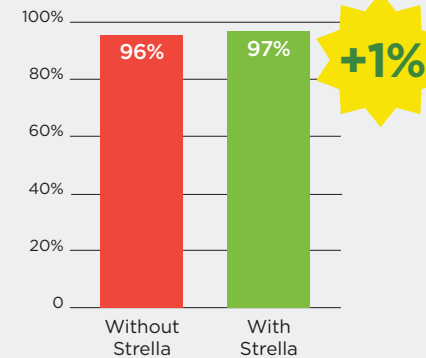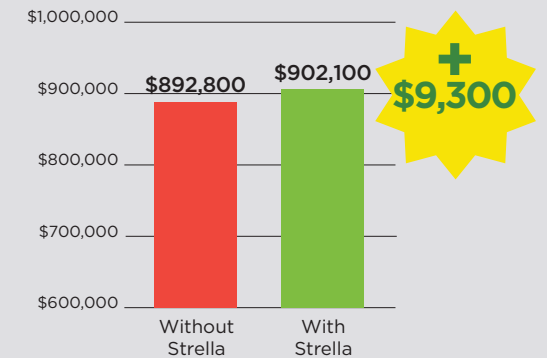
Strella

THE RESULT

SIMPLICITY & PROFIT POTENTIAL

- Place wireless sensors into the CA room and connect a gateway
- View live maturity-based recommendations through **FreshCloud™**
- Optimize the marketable value of the fruit and reduce waste

PACKOUT INCREASE

Without Strella: 96%
With Strella: 97%
+1%

REVENUE INCREASE (USD)

Without Strella: $892,800
With Strella: $902,100
+ $9,300

Modeling shows potential revenue increase based on incremental packout increase

PEACE OF MIND FOR PACKERS

- Continuous monitoring offers complete visibility
- Enables real-time reaction to changes
- Delivers insight into ripening across the CA room

CONCLUSION:

Small increases in yield lead to **increases in revenue.**