

A woman in a pink shirt is shown in profile, holding a tablet. The background is a bright, sunlit field with trees in the distance. Numerous small, colorful digital icons (leaves, gears, and abstract shapes) are floating around her, suggesting a digital or data-driven environment. The overall tone is positive and forward-looking.

Maximise supply chain efficiency and traceability



FreshTrack

Farm Smarter

Keep your business on track

For over 30 years FreshTrack has been at the forefront of modernising the farming industry. Whether you're a grower, packer or marketer, our customisable cloud-based software integrates every area of your business, ensuring seamless operations from soil to shelf.



Streamline your business

Boost efficiency and productivity across every stage of the supply chain.



Have full traceability

Maintain transparency at every stage of the supply chain, from *soil* to *shelf*.



Make informed decisions

Access customised reporting to address your specific needs in real time.



Support at every stage

A software solution tailored for growers, packers and marketers.

20%
reduction
in waste*

Contributing to sustainability outcomes

15%
reduction in
distribution time*

Ensuring fresher produce reaches markets faster

10%
reduction in
operational costs*

Due to streamlined processes

*These figures are based on client-reported data and individual results may vary.

[Book a demo](#)



FOR GROWERS

Complete Traceability for Growers

FreshTrack Cloud Grower System is the ultimate solution tailored specifically for growers of fresh produce. This cutting-edge system empowers you to streamline your crop management practices by seamlessly integrating planning, scheduling, monitoring, controlling, and record-keeping functionalities.

With the FreshTrack Grower System, you gain unprecedented and instantaneous access to vital information, enabling you to optimise your agribusiness operations. Without the guesswork, you can make informed decisions to achieve sustainability while maximising profit.

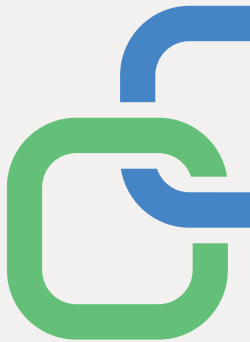
Harvest data is fed directly into nominated packing facilities running the FreshTrack Cloud Packer System, maintaining a complete history for traceability purposes.

The Grower Base System comes with all the essential features required for growers, and many optional ones, like Weather Data, Registered Chemical Database, Integration with Precision Farming AI, Inventory, Timesheets, Forecasting, and more.

Benefit immediately from completely transparent and accurate record keeping and reporting.



- Simplify planning, planting, and harvesting
- Tracking of chemical and fertiliser use
- Accessible planting and crop history
- Access your data from anywhere



“

The whole system is so easy to use particularly with its integration with the grading computer. It's solving so many administrative problems we've had in the past and all of our staff have adjusted surprisingly easily.

”

Elia Ymer
Valley Star

FOR PACKERS

Streamline Packing Operations

FreshTrack's innovative cloud-based solution redefines the way fresh produce is handled. With a focus on practicality and efficiency, The FreshTrack Cloud Packer System sets new industry standards for optimising the entire process, from receiving, grading, packing, tracing, and consigning fresh produce to market.

Simplifying and streamlining packing house operations will increase efficiencies, enhance productivity and reduce costs, at every stage of the packing journey. As soon as fresh produce arrives, important batch information is electronically captured and tracked, ensuring complete traceability throughout the process. This data seamlessly flows into storage, guides the grading process, and is printed on packaging, pallets, and load manifests.

Join the growing community of packing houses that are choosing this game-changing solution to improve their operations and stay competitive. Discover how it can make your packing process smoother, more cost-effective, and traceable. Your success is just a click away with FreshTrack's Cloud Packer System.

Benefit from key features including real-time reporting, full traceability, monitoring and control, labelling, and automation options.



- Automated reporting & report delivery
- Full traceability back to the picker
- Improved efficiency through automation
- Point-of-packing labelling
- Handle multiple re-consignments
- Interfaces with accounting/payroll systems
- Recording systems for food safety and quality compliance



“

I've recommended FreshTrack to a number of other packing sheds... it's been a great decision for us, it's improved our efficiency, saved us a lot of time and it's given us more insight into our operation in real-time and more control of our back-end.

Jake Binney
Operations Manager,
Avorama

”



FOR MARKETERS

Informed Marketing Decision-Making

FreshTrack Cloud Marketer System unlocks a new level of transparency and control in fresh produce procurement and supply.

Seamlessly plan and manage marketing operations, whether selling direct to Buyers, or via Ripener or Distributor channels.

FreshTrack's Cloud Marketer System, with Edifact Integration and VAN Solutions, ensures complete traceability, from the supplier and throughout the entire supply chain.

Integrations to connect with business software systems, and powerful reporting features for detailed data-driven insights enable informed business-decision making.



- Full traceability through the entire supply chain
- Assign purchase orders to packers
- Powerful forecasting capabilities
- B2B & EDI Integration
- Reporting features for detailed insights
- Market products to multiple buyers via direct or distributor channels

“

Over the past decade, our collaboration with FreshTrack has been nothing short of transformative. What began as a mere harvest tool has evolved into a sophisticated software solution that encompasses the whole business, from picker payments to warehousing, packing, labelling and grower payment, with 100% traceability.

”

Josh McGuiness
General Manager, Sales & Marketing
Mountain Blue





FreshTrack

Farm Smarter

The leading business software for the fresh produce industry.

[Book a demo](#)

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