



Greenvic and Copefrut first Chilean companies to get Hectre

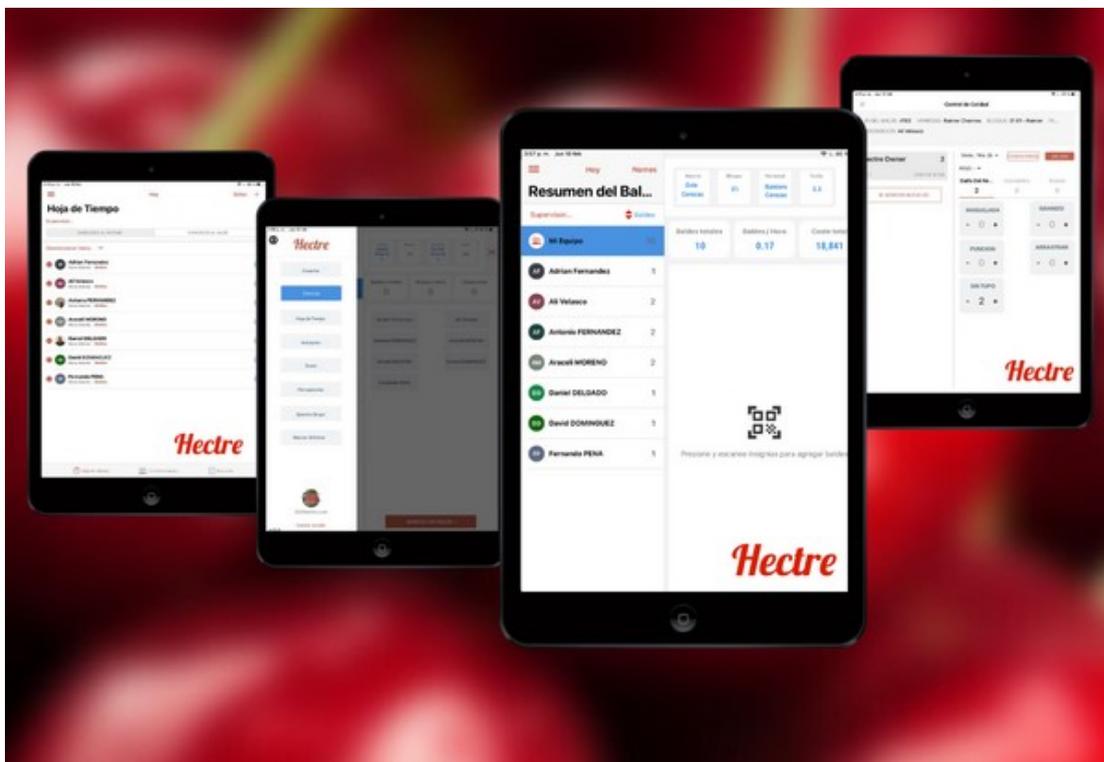
Hectre, winners in the global 2021 AgTech Breakthrough Awards, are now bringing their fruit technologies to leading fruit growers and packers in Chile.

The innovative company, which originated in New Zealand in 2016, has received high levels of enquiry from Chile, and have identified Chile as an emerging powerhouse in the fruit industry.

“We have researched various geo markets and Chile stands out as an extremely strong player in the global fruit market. Not only does Chile produce such high volumes of fruit, but their attention to quality and their focus on new technology adoption to enhance yield and quality, is a great fit with Hectre,” noted Matty Blomfield, CEO and Co-founder of Hectre.

Hectre provides bilingual mobile apps for both Orchard Management and Pre and Post Harvest Fruit Sizing, delivering one of the most modern and comprehensive offerings available in the fruit tech market.

Modules available cover: digital timesheets; management of piece rates, wages, top ups, bonuses and payroll integration; harvest management for both small and large fruit; health and safety recording and task management; digital QA; mobile pre-harvest fruitlet sizing; mobile post-harvest fruit sizing; plus, insights and reports, all available in real time.



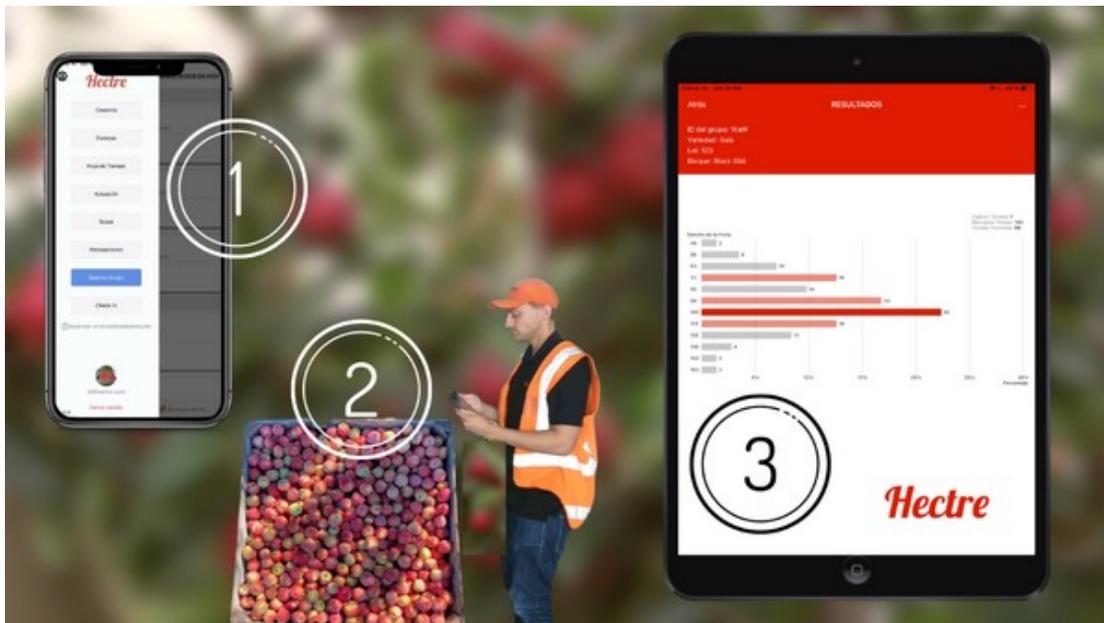
Hectre was named a winner in the global AgTech Breakthrough Awards. The company's commitment to empowering fruit growers with comprehensive orchard management software that is easy to use, has seen them become a top choice with US and NZ fruit growers.

Organic fruit leaders Greenvic and highly innovative fruit exporter Copefrut are the first Chilean companies to access Hectre's popular tech.

A relentless drive for creating leading-edge, practical technology that is simple to use – also known as Hectre's Clever Simplicity – has seen global fruit leaders such as Washington Fruit & Produce, Cherri Global, Borton Fruit, Dovex, Rockit Global, First Fresh NZ and Sandher Fruit Packers, just to name a few, sign on with Hectre.

“Hectre is building the tools and data sets that we hope to utilize on our farms tomorrow. This modernization, paired with amazing scalability, is a rare combination in the agritech space. We believe Hectre's dedication to constant innovation provides a significant competitive advantage and aligns well with our own approach to business,” says Byron Borton, Chief Visionary Officer at Borton Fruit.

An example of Hectre's clever yet simple to use technology, is Spectre, their computer vision AI mobile fruit sizing tool. With Spectre, QA staff simply use an iPhone or iPad to take a photo of a full bin or bucket of fruit, and Spectre will detect and size a massive sample size of fruit, providing the user with a size estimation graph, all within seconds.



Hectre's AI mobile fruit sizing app Spectre provides accurate sizing results in seconds, as soon as the fruit is picked, or as it arrives into receiving. Three simple steps: 1) Open up Spectre in the Hectre app 2) Take a photo on your device with Spectre 3) Spectre provides sizing results within seconds. The data can also be exported for analysis.

“Spectre can provide quality focused fruit growers and packers with access to accurate fruit size data, right from the very first pick, enabling them to confidently secure early sales, better plan their storage and reduce costly packing line stoppages,” says Blomfield.

The company sized their 20 millionth piece of fruit in December and with 147 new enhancements and products delivered to Hectre customers in 2021, combined with their dedication to making technology easy to use, the Chilean fruit industry can now gain the benefits of Hectre too.

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