



# Auckland agritech company addressing 21st Century challenges

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Agritech business in Tāmaki Makaurau Auckland is tackling industry challenges head on, to make a difference for farmers and growers who are facing the big issues.

Hectre is a business who have developed and commercialised solutions to work alongside traditional practices, automate tasks, and capture data.

## Taking automation into the fields

Matty Blomfield, an alumnus of the University of Auckland, co-founded [Hectre](#) in 2016 after hearing about the daily struggles that fruit growers faced. The company's orchard management and fruit sizing software provide meaningful real-time data on harvest yields, labour performance, fruit size and quality control. This helps growers and packers achieve efficiency, plan successfully and gain optimal prices for their fruit.

Hectre's blend of high intelligence and simplicity ensures quick uptake while delivering value and return on investment (ROI). Orchardists can print on-the-spot, waterproof

bin tickets (displaying origin data), which vastly reduces paperwork. Geo-tagging of tickets means the fruit can be traced back to within yards of where it was picked; and labour tracking which includes auto-calculation of pay rates, simplifies payroll updates significantly. Growers can capture real-time data on the progress of harvest, as well as identifying poor picker performance early in order to address it.

Using just a standard iPad, Hectre's computer vision AI mobile fruit sizing solution Spectre Hand-Held sizes fruit within seconds, with accuracy rates of more than 95 per cent. Apples, pears, cherries, lemons, mandarins and oranges are all covered so far, with more fruit types in development.

In response to demand, Hectre recently released Spectre Top Down to the enterprise market. This is a solution that can size up to 5000 pieces of fruit straight off the top of trucks. This innovation focus has seen Hectre become the global category leader for mobile fruit sizing.

Hectre's customers now include premier fruit enterprises such as Sage Fruit, Washington Fruit & Produce, Rockit Global, BC Tree Fruits and First Fresh NZ. Such has been the interest in Hectre that its capital raise in 2021 was heavily oversubscribed. New investors in that round included the Borton family (of Borton Fruit in Washington state).

"Hectre is building the tools and data sets that we hope to utilise on our farms tomorrow. This modernisation, paired with amazing scalability, is a rare combination in the agritech space," says Chief Visionary Officer at Borton Fruit, Byron Borton.

Hectre will offer a Series A funding round at the end of 2023. Meanwhile, the company has scooped wins at the annual AgTech Breakthrough Awards in 2021 and 2022, and at the 2023 Asia-Pacific Stevie Awards, where it took double gold.