



Award winning tech to feature at Australia's largest hort show

Hectre will be exhibiting at Hort Connections for the very first time and will be showcasing their Orchard Management and Fruit Sizing app.

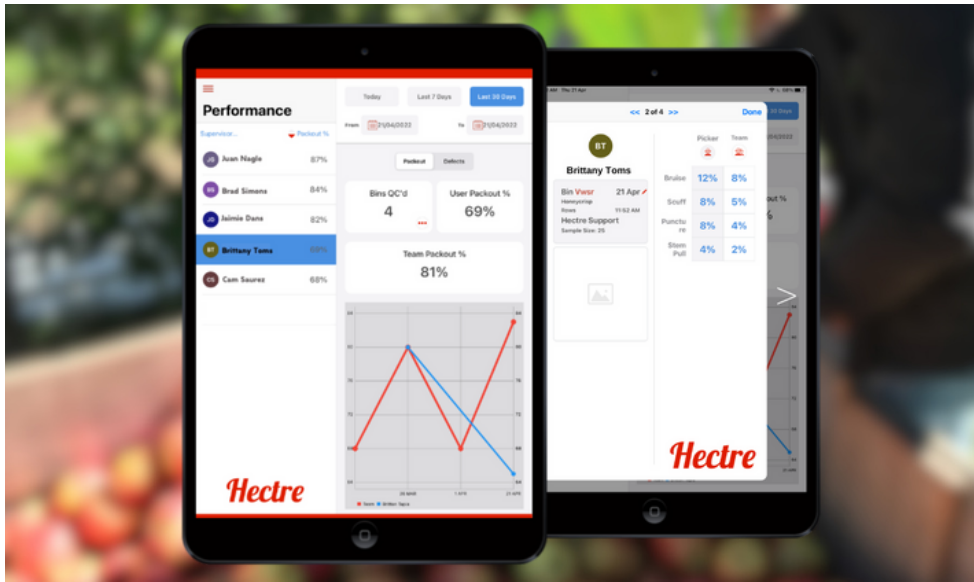
"We are looking forward to speaking with growers and packers, learning about their businesses, and hearing about the improvements they want, and need to, make," said Kylie Hall from Hectre. "Events like Hort Connections provide the perfect opportunity for sharing and learning, and we'll be doing buckets of it!"

As well as exhibiting, Hectre's also in the speaker program, with Hectre's Co-Founder and CEO, Matty Blomfield, headlining the session: "Demystifying AI (Artificial Intelligence): Spectre Top Down - A Real World Hort Example." Wednesday 7 June at 12pm, Riverbank Rooms 6-8.

Also in their first year of entering the Hort Connections Horticulture Awards for Excellence, Hectre has been named a finalist in the UPL Tech Innovation Awards category.

"In the past year, Hectre has taken the global leadership position in the mobile fruit sizing market. We've been busy working with the high demand, high volume US and European markets, and are now bringing the benefits of that development work to Australia's growers and packers. Our industry is all about relationships, sometimes tech companies don't get that, we do."

"Hectre is the only company in the world offering the valuable combination of orchard management modules plus mobile early fruit sizing at this speed and scale, and with simplicity. Our modules include: Timesheets, Harvest tracking, Bin ticketing, Digital QC. Task management, Mobile fruit sizing, Top down fruit sizing, Integrated payroll, and Reporting right down to the block level."



Hectre's Digital QC module spotlights picker performance, enabling identification of issues in real time for quick improvement of the pick

"We work with growers, packers, verticals, marketers and enterprise. The main crop types we currently cover are apples, cherries, pears, kiwifruit and citrus. Our approach is to provide our customers with pragmatic valuable tech, that is simple to use. This means adoption can happen quickly and easily, and you can gain the benefits as fast as possible."

Bringing efficiency and simplicity to labour management

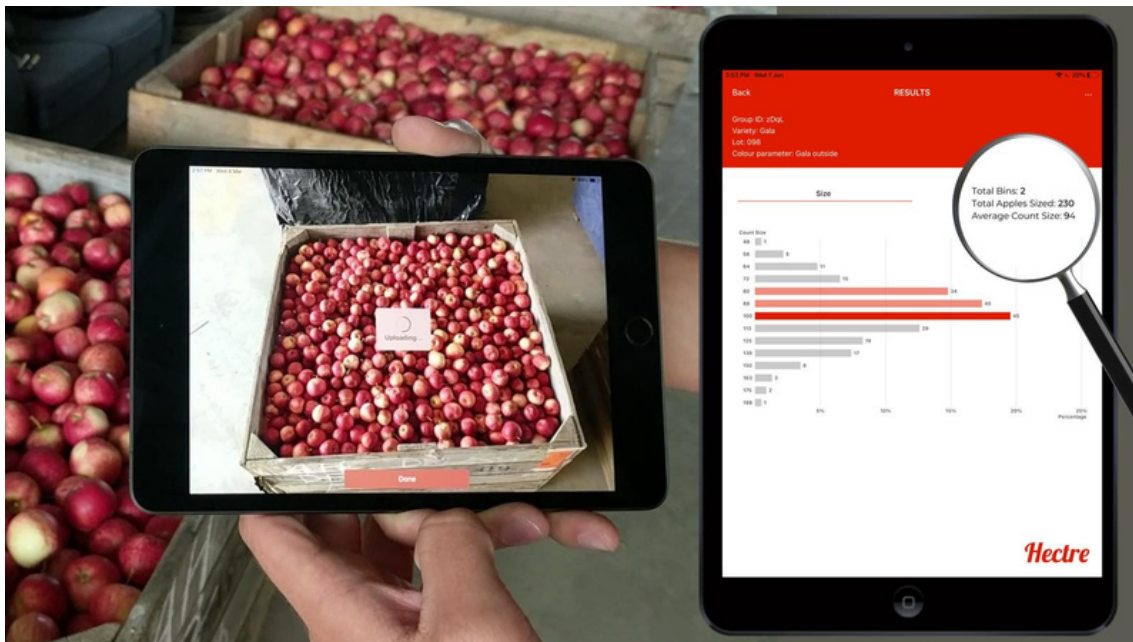
Hectre supports the success of growers and packers and helps them to achieve a better pick for a better packout, better data for better decisions, better pack for better returns.

"We bring efficiency and simplicity to labour management, with digital timesheets that flow all the way through to payroll, saving you time in the field, and in the office, reducing errors, and streamlining your pay process. We remove the complexity of regulation, and do the heavy lifting with auto-calculations for minimum wage rates, piece rate and top ups, so you don't have to.

Hectre's Digital QC enables growers to optimise picker performance. With the pressure of ever-increasing wage rates, it's critical that this key input is closely managed. The company provides real-time QC performance insights and evidence, so that clients can identify and address picking issues quickly to support an optimal packout and ROI on labour.

"Our mobile fruit sizing app Spectre delivers growers and packers with reliable fruit size data, earlier than ever before. Using just a simple iPad, Spectre

detects and sizes more than 100 pieces of fruit in the bin and provides size (and colour) results, in seconds. Now you can know your size with confidence, as soon as the first bin is picked. You can inform your harvest planning for harvest optimisation. You can make better decisions around your storage, because you know what you've got. You can plan your pack efficiently. You can reduce costly packline stoppages. You can minimise packaging and fruit loss. And you can sell with confidence, gaining optimal price at the optimal time.



Hectre's mobile fruit sizing app Spectre in action, delivering massive size samples in seconds with high accuracy levels

"Through the insights and reporting we offer, we deliver visibility so you (really) know how your pick is progressing, what your costs are, how your quality is stacking up, what size fruit is coming off the tree, what blocks aren't delivering for you, what size fruit is arriving at the coolstore or packhouse, and how your business is performing. Knowledge is power! We play nicely. When it comes to integrations, some companies focus on protecting their patch, instead of adding value. Our team is continually seeking out new integrations to bring more value to our customers. This is the future of agritech.

"Our people are responsive, acting with care, speed and integrity to ensure that our customers are supported. Check out the actual experiences of growers and packers we work with in their [case studies](#)."

Different packages

Hectre provides a modular offering, so clients can select which modules best meet the needs of their business. If a business is new to tech, they can start off

small and grow into more modules, and Hectre will help select the best fit. "We provide unlimited use, so once you buy a module, we encourage you to use it fully with no limits on users or volumes and all of our pricing is annual, so there are no surprises across the year - helpful for budgeting.

Expanding across the globe

Hectre began in NZ back in 2016 with the backing of some amazing growers. With a mission to bring efficiency and simplicity to the growing industry, they initially developed a bin ticketing module and now supply solutions right across the supply chain.

"We support the success of growers and packers across four continents. In the past three years Hectre has expanded into the North and South American markets, and we now call some of Washington's most prominent fruit businesses, including Washington Fruit & Produce, Borton Fruit, Honeybear Growers, New Leaf Orchards and Sage Fruit, our customers. Our footprint in Canada, Mexico and Chile is also growing. Earlier this year, Hectre formally launched into Europe and we are now working with growers and packers in Italy and the Czech Republic.

"In Australia, we have fantastic customers across the Goulburn Valley, Gippsland and Batlow regions, including Lenne's Orchard and Fankhauser Apples, and are keen to work with more growers and packers who have quality and performance improvement as their key focuses."

Hectre will be at booth 226

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