

Title How to defy gravity: getting postharvest information to flow upstream
Author WA. Taylor, A.F. Bollen
Citation Program and Abstract. 2007 Australasian Postharvest Conference. Crowne Plaza Terrigal, NSW, Australia. 12 September 2007. 87 p.
Keywords kiwifruit; postharvest management

Abstract

Postharvest measurements of agricultural commodities are routinely made for market segregation and to ensure consumer expectations are met. This quality information primarily flows downstream towards the consumer. Very little information, particularly spatial information, is returned to the producer, and the information returned that is returned is often presented as a fiscal evaluation (i.e. premium or discount) associated with the quality of the commodity. The large amount of information gathered postharvest should be beneficial to growers if the information can be delivered upstream in a comprehensible, user-friendly and spatial context. The value of data lies in the number of (correct) decisions that can be made from it. The bi-directional flow of post-harvest data, especially quality data, should result in more correct decisions at both ends of the supply chain. This talk looks at a few case studies taken from the kiwifruit industry in New Zealand, and Australian viticulture and grain production systems to illustrate how knowledge of post-harvest quality has been transferred back to the grower to assist in site-specific management and commodity marketing.