

### Abstract:

Fresh produce supply chains are being transformed by increasing demands for information on product origin, production inputs, environment impacts and quality. A key point of differentiation between competing supply chains is their ability to transfer information seamlessly throughout the chain. Frequently, information required by the postharvest and/or marketing components of the supply chain must be sourced directly from the producer. Increasingly, the information sought from the producer needs to be based on complex data collected under a wide range of field conditions. This paper reports on techniques that can add value to the information required of the producer for all chain participants. These techniques include geographic information systems, handheld data capture devices, remote sensing equipment and database management at different levels in the supply chain. Also, the information generated from these techniques can be used to optimise physical and financial aspects of horticultural production systems, in addition to the provision of auditable product traceability. This aspect may help to motivate improvements to current information systems. While there are exciting opportunities for further progress, horticultural production and its supply chain has challenging demands for these technologies, not the least of which is the question “how will it work in practice?” Mapping of pipfruit and kiwifruit information provides case studies that explore the implications, and identify current limitations, for researchers, developers and users of the various technologies.