

IMAGINE

you could analyze the internal fruit quality in milliseconds,
allowing you to supply avocados at the perfect ripeness level

and reduce loss by 90%.



WE'RE ALMOST THERE

Join us and change the avocado market

together





**STEP BOLDLY OUT OF THE 'GREY'
AND INTO A BRIGHT GREEN FUTURE!**

Giyora Marom
CEO, Granot

THE GOAL

Developing reliable methods of maturity control
in order to minimize internal quality problems and losses



TODAY'S DISCUSSION:

- 1 The problem: grey pulp
- 2 “Managing dry matter through the value chain” as a starting point
- 3 Using BI to perfect the model
- 4 The next step - agriculture meets technology
- 5 Summary



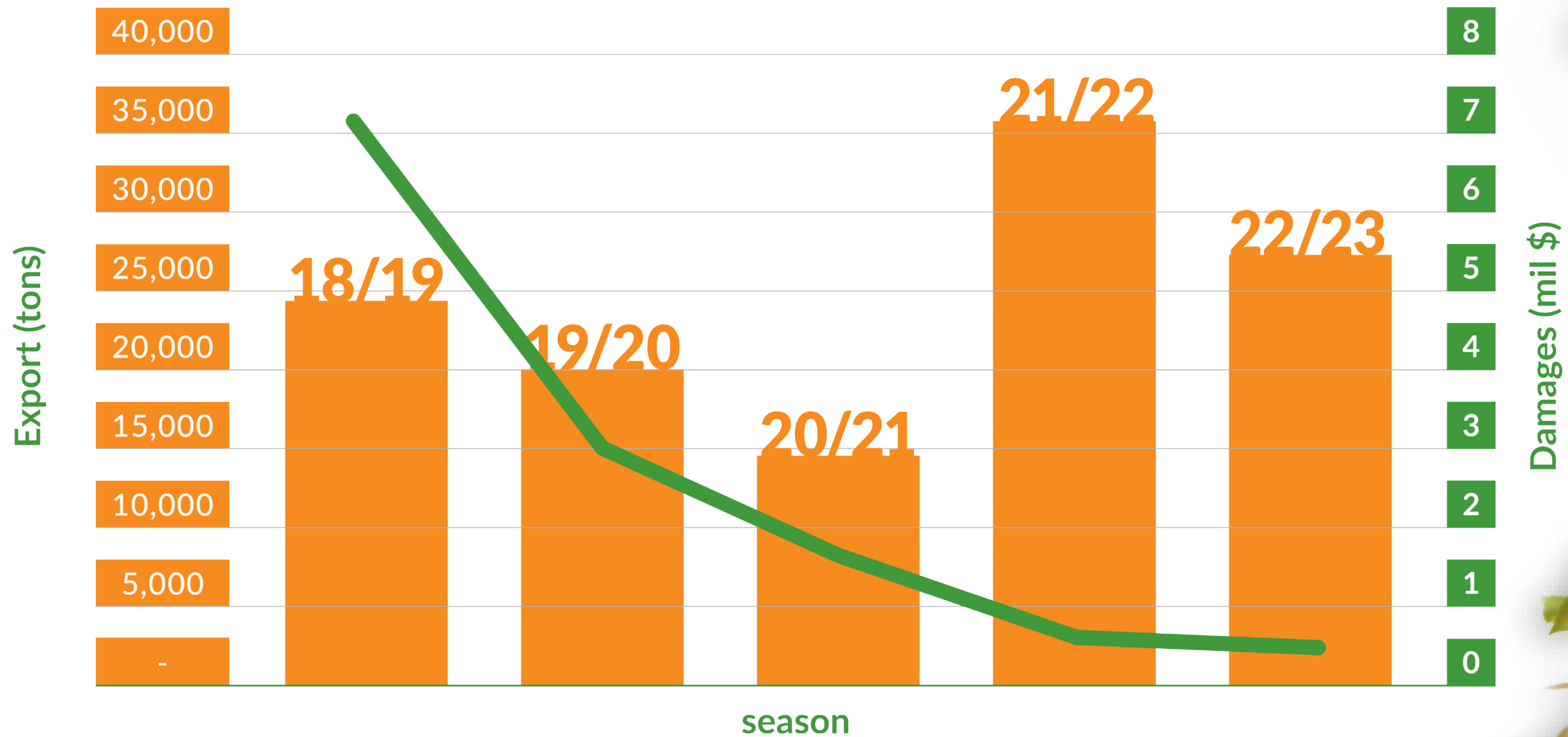
THE PROBLEM

Grey pulp in Hass avocado leading to

great economical cost



LOSS OF INCOME IN MILLIONS (\$)



MANAGING DRY MATTER THROUGHOUT THE VALUE CHAIN

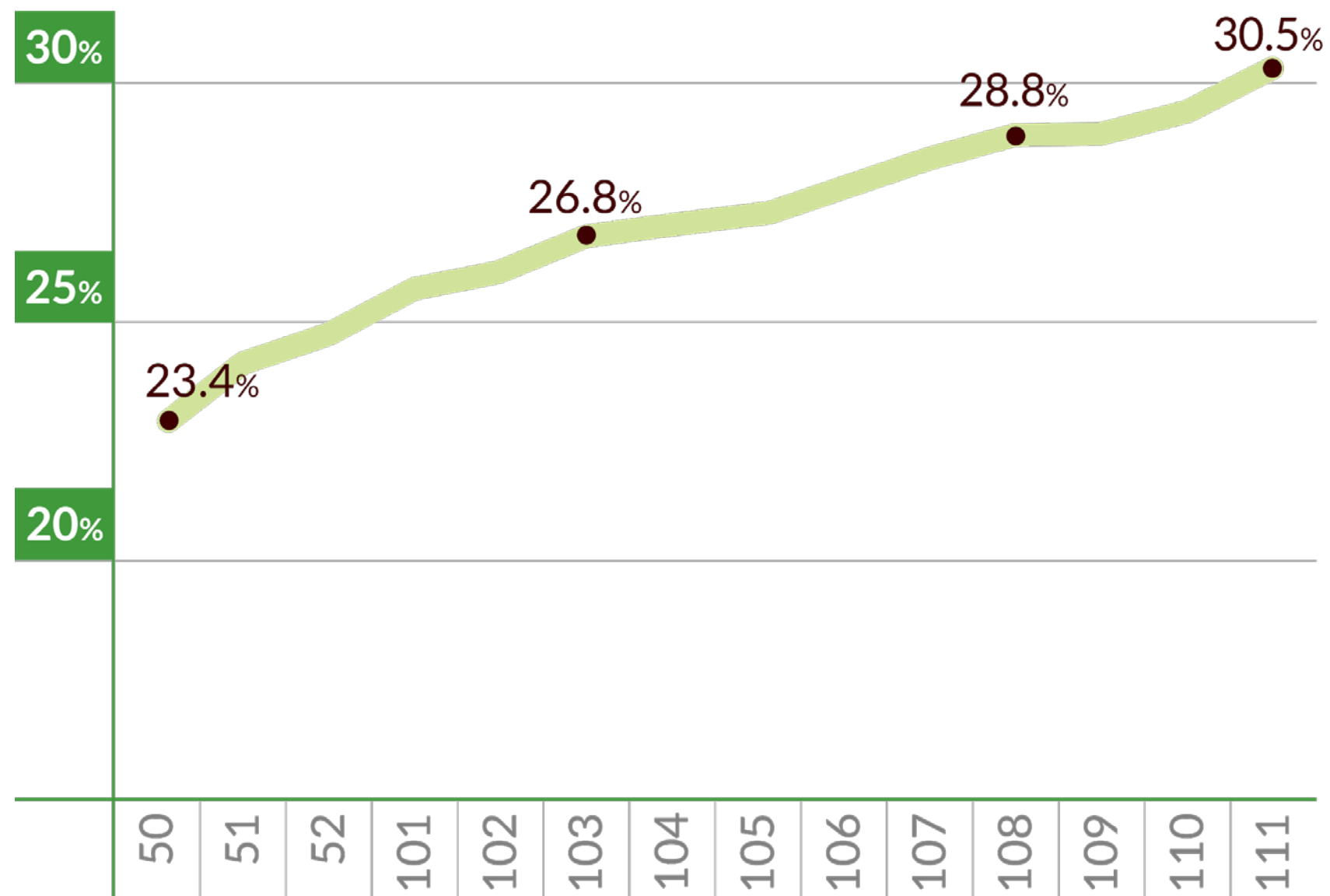
Harvest preference that relies on a predictive model
that factors in the optimal ripeness stage
and quality hazards based on dry matter analysis.



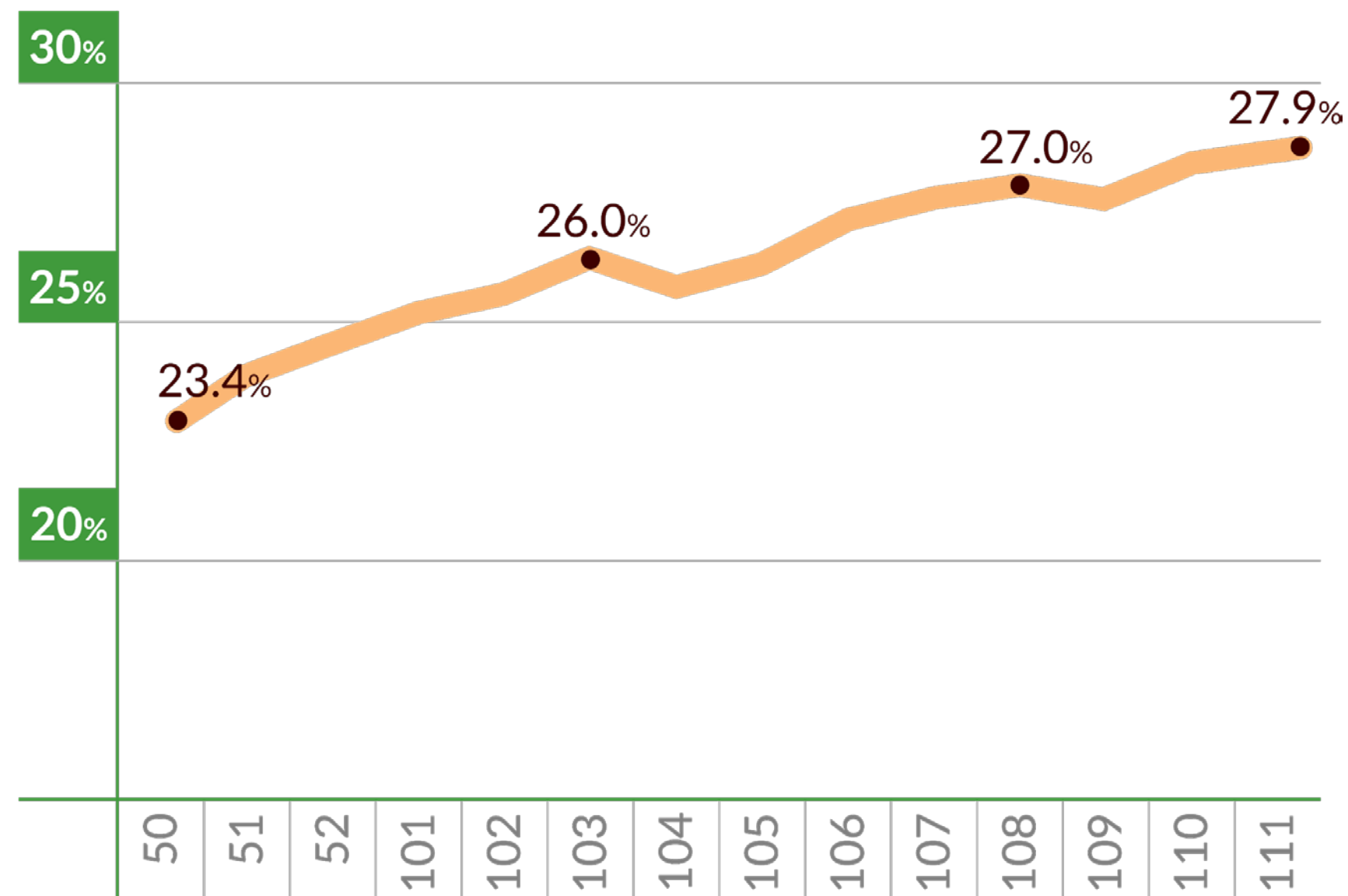
OVER 200 DAILY TESTS

% DRY MATTER IN THE HASS COLTIVAR

% Dry matter by week | 2020-21



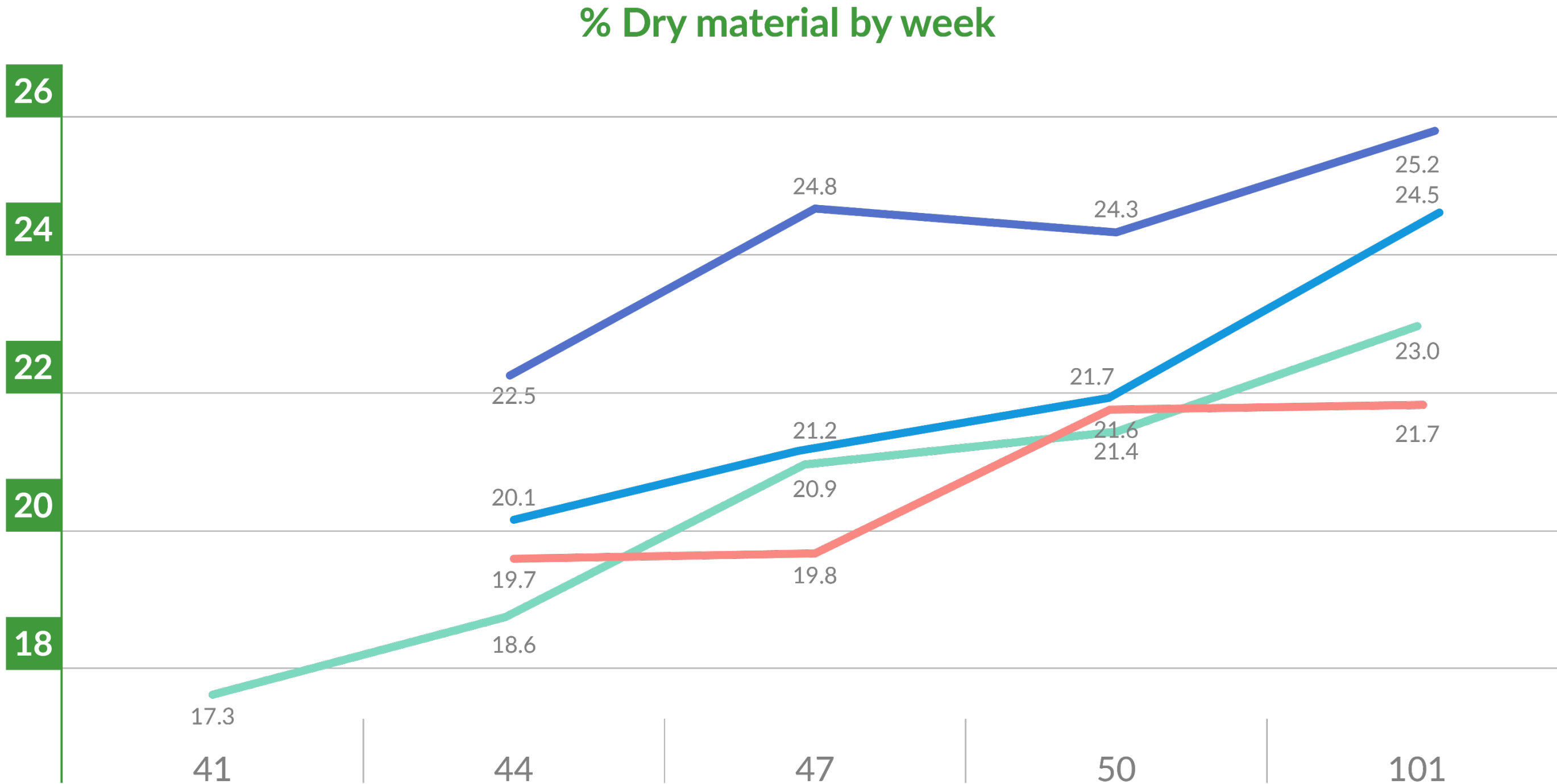
% Dry matter by week | 2021-22



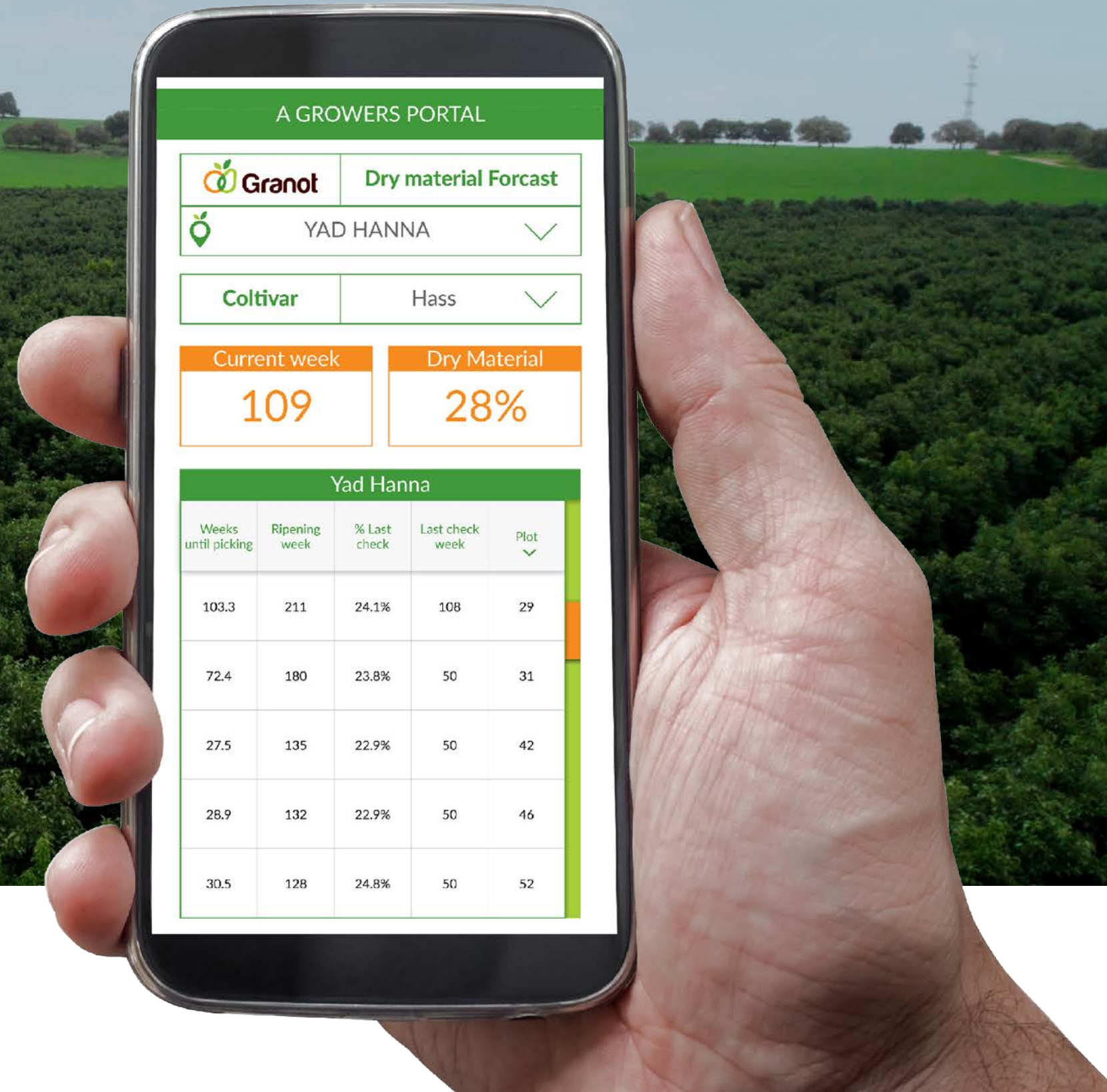
DRY MATTER TESTING PER PLOT - 📍 YAD HANNA PLANTATION

Plot

- A1 ■
- B1 ■
- C1 ■
- D1 ■



IMPLEMENTING THE PROCESS THROUGH OUR ORGANIZATION

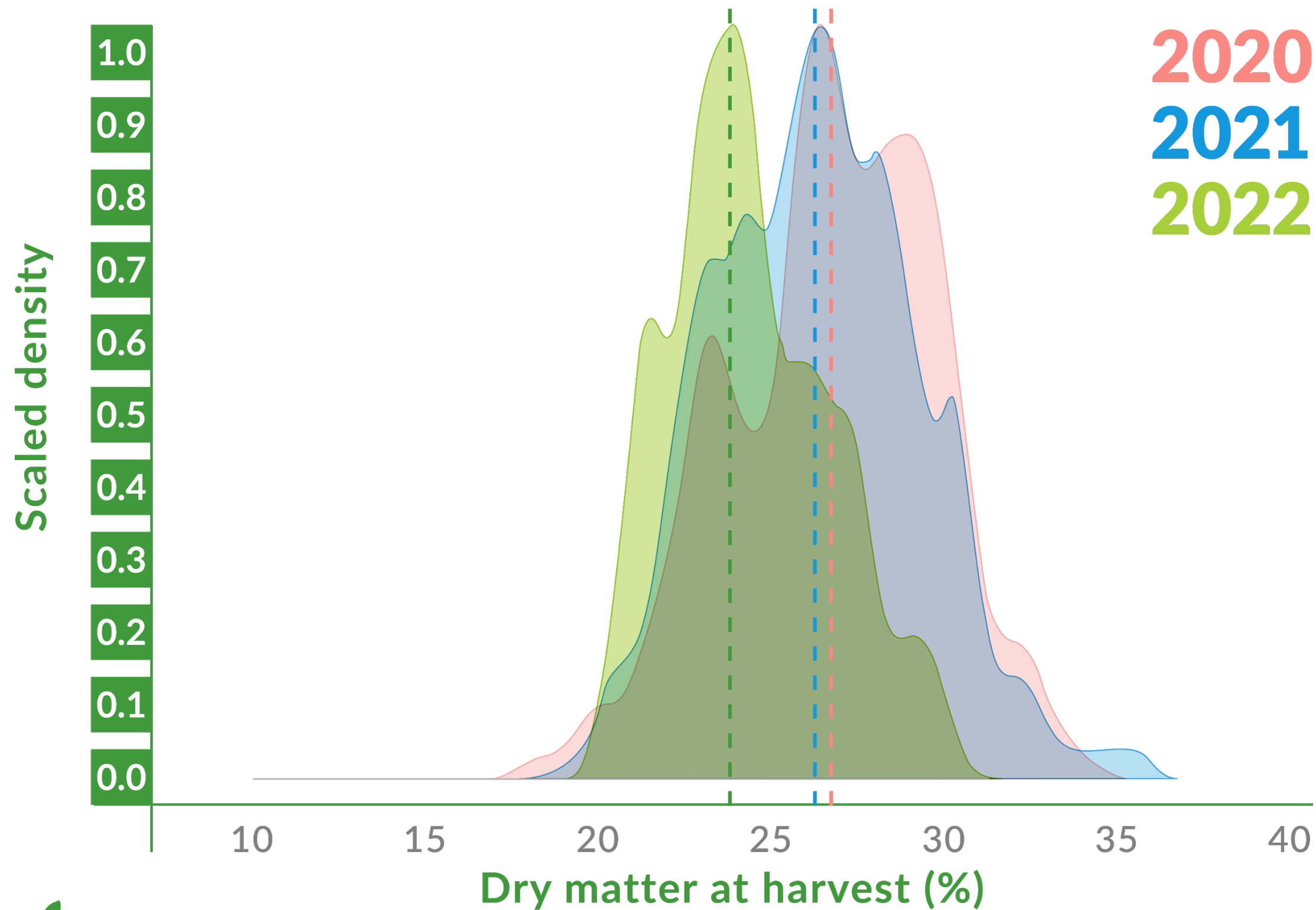


Eureka!

ABIDING BY
THE MODEL
WORKS



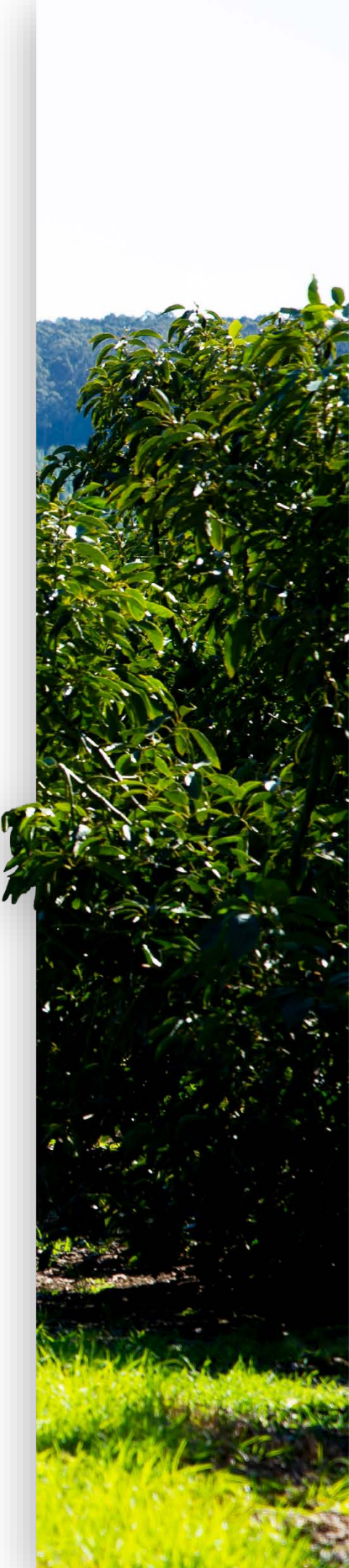
DISTRIBUTION OF DRY MATTER PERCENTAGES AT HARVEST



Season	Mean(%)	SD (%)
2020	26.86 A	3.08
2021	26.47 B	3.08
2022	24.36 C	2.41

LEAPING FORWARD

Developing a holistic advanced system of ongoing monitoring of maturity

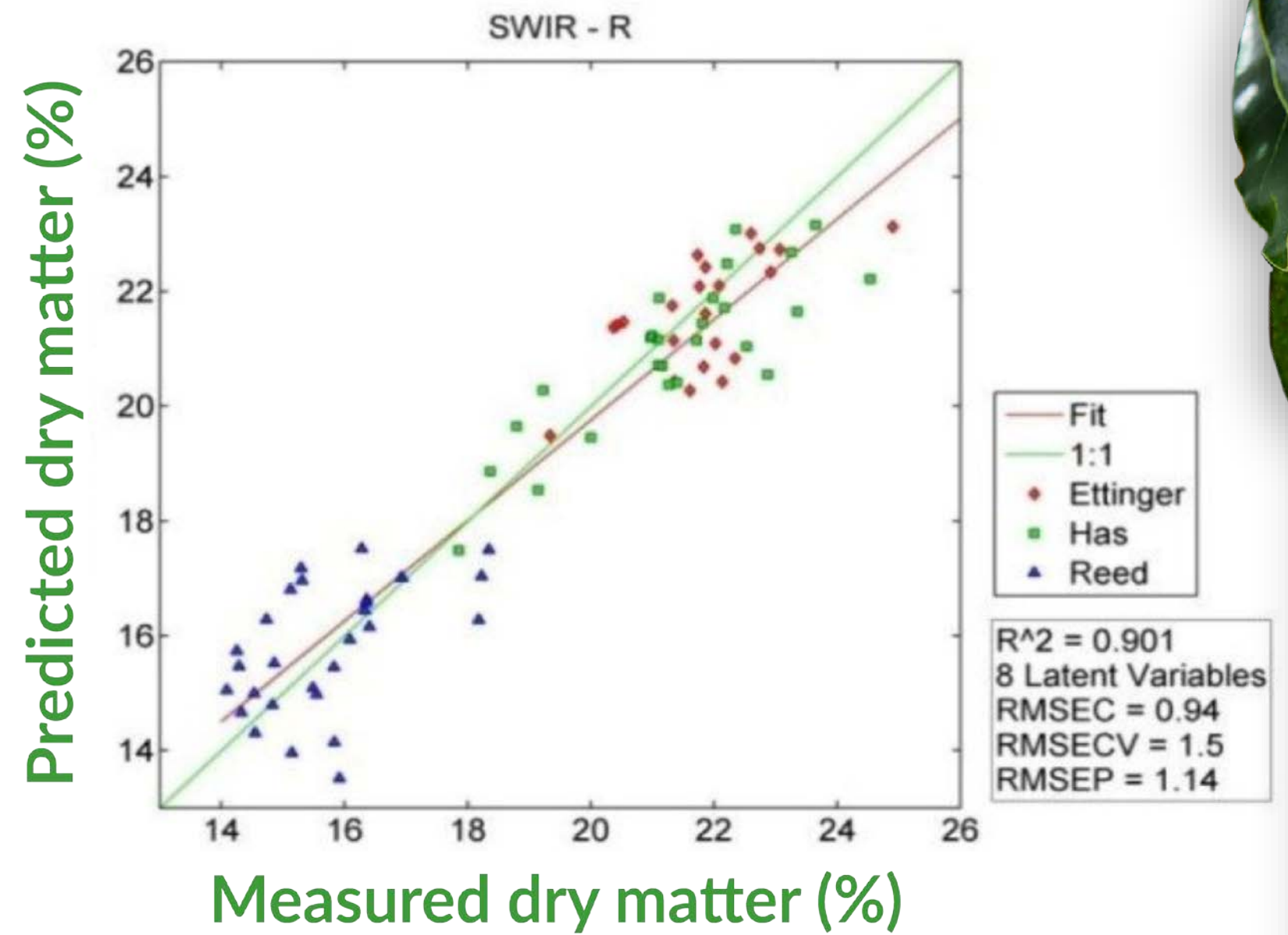
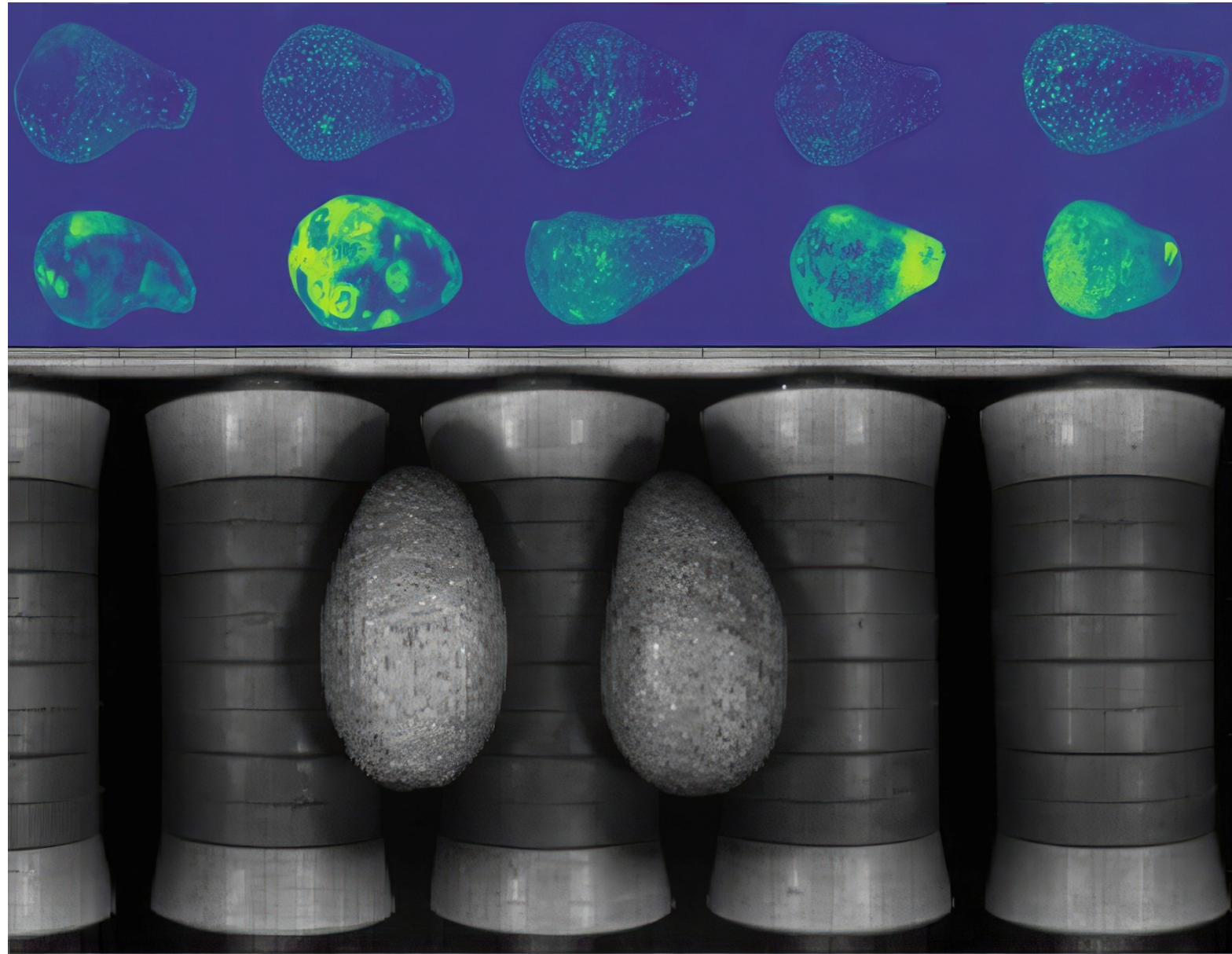


A CONNECTION THAT SPARKED A REVOLUTION



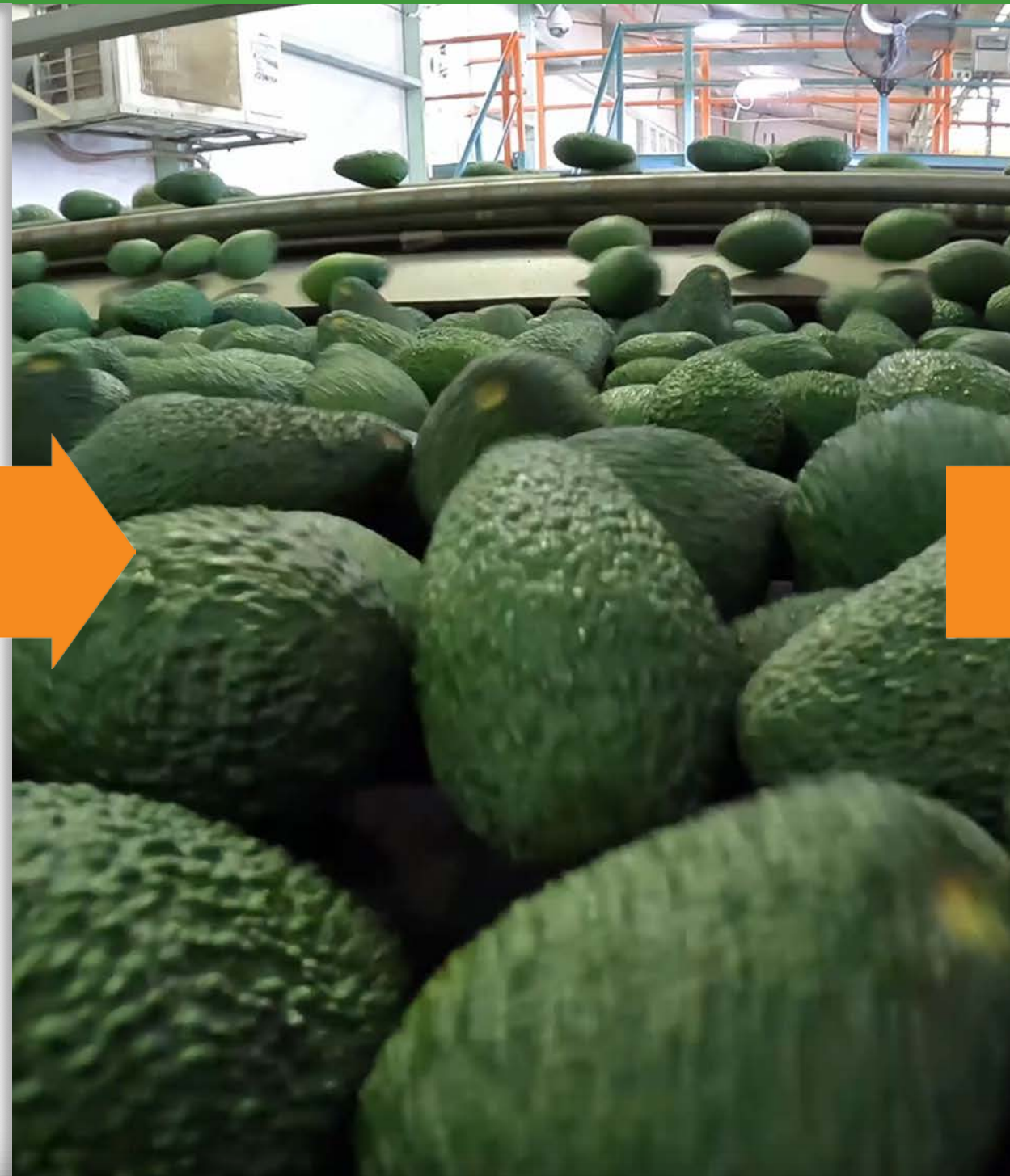
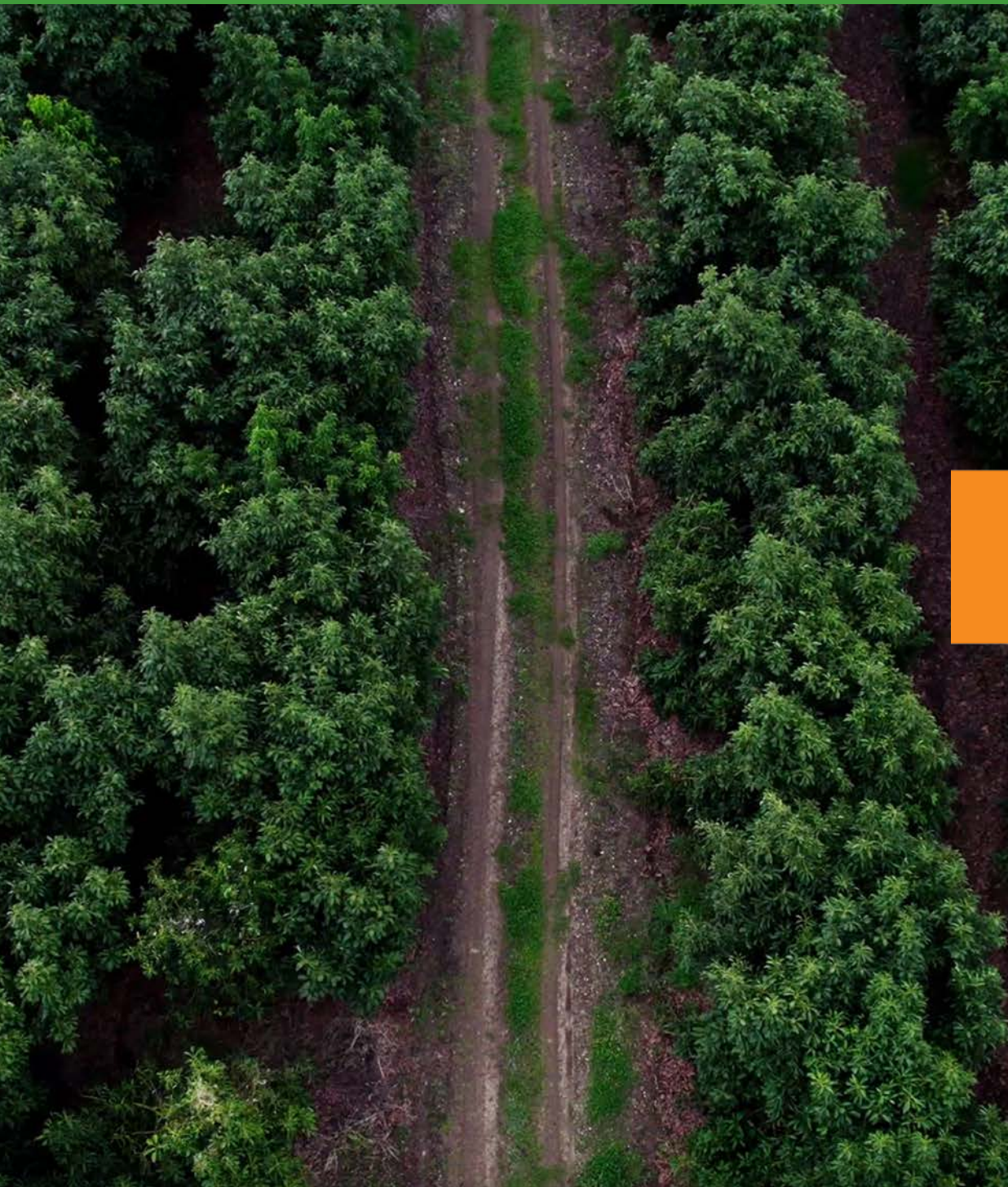
THE FUTURE IS HERE

Inner Analysis in milliseconds



FUTURE VISION

Connecting the value chain



WHAT WE DISCUSSED:

- 1 The problem: grey pulp
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as a starting point
- 3 Using BI to perfect the model
- 4 The next step - agriculture meets technology



Q&A





I realized it couldn't get any better than this



THANK YOU

Contact us

