



Aptean Food & Beverage ERP

# Is Your **Fresh Produce Business** Prepared for What the Next Season Will Bring?

Accurate forecasting for better results





Fresh produce businesses like yours deal with uncertainty every day. Change is the name of the game when production conditions, price points and demand can all affect your bottom line.

Throw in ongoing pandemic-related concerns, and it can be hard to know what the next season will bring. So, what's a produce grower to do?

Intelligent and accurate forecasting is the best way to prepare your operations for what may come—accurate projections will help you manage risks. There are several areas in which you'll want reliable estimations so that you can plan and implement mitigation strategies effectively.

## Condition Forecasting

Climatic conditions during a season have considerable implications for which produce will be best to grow during a given period. Your business will need reliable forecasts for temperature and rainfall to inform your decisions.

Weather models that can predict further into the future can also give you insight in how to fine-tune your approaches to crop rotation and irrigation. The technology behind today's climate prediction models is considerably better than it was in the past, as ocean-atmosphere interactions are now taken into account, so it's in your business's best interest to take full advantage of these tools.

## Yield Forecasting

It follows logically that your produce's yield rates will be impacted by climate conditions. Thus, it's important to calculate the former based on the latter.

While this kind of forecasting occurs regularly at regional and national levels for the most commonly grown crops, you can dig deeper into more specific predictions based on your business's unique circumstances with enterprise resource planning (ERP) software. With data-driven insights, you'll have confidence knowing what you can expect at harvest and what changes need to be implemented to maximize sales.



Intelligent and accurate forecasting is the best way to prepare your operations for what may come—accurate projections will help you manage risks.

## Purchase and Sales Forecasting

By combining production information with estimates of demand and pricing, you can derive an optimal production profile for getting the most out of what you grow. But is there a way to get more accurate projections based on your business's vendor and supplier relationships?

ERP solutions can deliver excellent insights in this realm as well. Because of these platforms' integrated nature—they tie together all processes and operations of a business—the purchasing habits of your various clients can be taken into account, and you'll have an even better idea of your likely return.

## Wastage and Spoilage Forecasting

One last metric you'll want to keep your eye on is your expected wastage or spoilage of products. The types of produce your business grows likely each have their own acceptable ranges of freshness, and that factor combined with the time of harvest, environmental conditions of storage areas and packaging methods, will affect your projections.

Considering the U.S. Department of Agriculture reports that 30-40% of the food supply in the U.S. goes to waste each year, you likely have a goal to waste far less than that percentage. Having an ERP solution that can take into account the necessary variables for your goods, as well as your company's historical wastage figures, will give you the insight into which areas can be improved to reduce waste and increase profits.



# Trusting in Technology

Fresh produce businesses like yours need to take into account shifts caused by the pandemic in the following areas:

- › Consumer behavior
- › Demand from the hospitality industry
- › Seasonal labor
- › Logistical challenges between countries

That being said, there's definitely opportunity for growth in the coming months. Technology like ERP systems will be your best ally in your efforts to expand, as they can provide the crucial forecasting you need with greater nuance based on your specific situation.



With full visibility over all product and procedure data, ERP solutions can take into account shelf life, partner relationships, seasonal variations and past sales data to create the most dialed-in projections for your business.

That will keep your business agile, able to pivot when certain produce lines are lagging and others are identified as opportunities for greater revenue. These systems also let you employ automation and artificial intelligence to become even more efficient, which will also boost your bottom line.

With so many variable factors at play in the industry, the world of fresh produce will always have uncertainties with which to contend. By equipping your company with the right purpose-built ERP solution, you can move forward with confidence in this fast-moving, ever-changing marketplace.

Contact us today to always be ready for what tomorrow may bring.



## Are You Ready to Learn More?

Interested to see how Aptean can help you better manage your food company?

Contact us at [info@aptean.com](mailto:info@aptean.com) or visit [www.aptean.com](http://www.aptean.com).



### About Aptean

Aptean is one of the world's leading providers of industry-specific software. Our enterprise resource planning and supply chain solutions are uniquely designed to meet the needs of specialized manufacturers and distributors, while our compliance solutions serve specific markets such as finance and life sciences. With both cloud and on-premise deployment options, Aptean's products, services and unmatched expertise help businesses of all sizes, across many industries, to scale and succeed.

For more information, visit [www.aptean.com](http://www.aptean.com).