

Fresh Insights for Fresh Produce Businesses



In the challenging and fast-paced world of fresh produce, profit margins are even more slim than the historically low figures seen in the larger food and beverage industry.

But money matters aren't all that's on the mind of the decision-makers in this segment. Our research revealed five other hot topics for fresh produce companies.

Fortunately, our fully scalable, cloud-native and industry-specific solution has purpose-built features to help you deal with each of these unique considerations.



Supply Chain Disruption

was named the **greatest challenge** among fresh produce businesses.



80%

of fresh produce companies are adding new suppliers to their portfolios to mitigate this challenge.

Produce Pro Software from Aptean's **flexible supplier management functionalities** streamline the supplier onboarding process, helping you ensure that you receive the raw materials you need.

Staffing and Labor Shortages

were the **top motivation** for investing in technology among fresh produce companies.



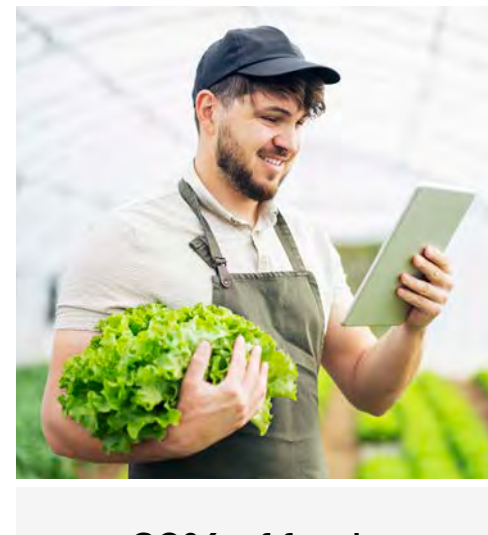
79%

of fresh produce businesses aim to **prevent knowledge loss** with technology to mitigate this challenge.

Produce Pro Software from Aptean facilitates the **standardization and repeatability of processes**, allowing your operations to rely less on tribal knowledge and more on best practices.

Cloud Migration

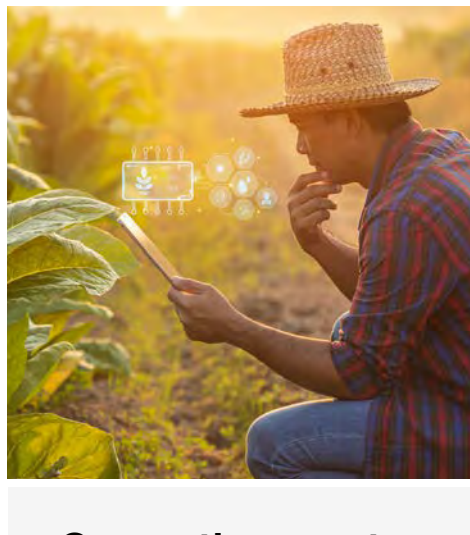
has proven to be a **significant competitive advantage** and improves cybersecurity, reliability, scalability and accessibility.



30% of fresh produce companies are moving or have already moved their ERP to the cloud.



Another 35% of are investigating migration of their ERP to the cloud.



Generating greater insight from data is the top driver for cloud adoption.

Produce Pro Software from Aptean is a **cloud-first solution** and hosted in Microsoft's Azure Cloud, the most secure and stable on the planet.

Automation

Fresh produce businesses consider **increased flexibility** the greatest benefit of automation.



52%

of fresh produce companies automate the tracing of product components and ingredients.

Produce Pro Software from Aptean comes with **robust automations** across multiple operational areas out of the box, enabling **greater efficiency** and reducing the need for staff to conduct tasks manually.

Sustainability

remains a **top priority** for fresh produce businesses, with the dual advantages of producing economic benefits and bolstering brand reputation.



55% of fresh produce businesses consider themselves leaders in sustainability.



The top motivation for becoming more sustainable is improving efficiency and reducing costs.



The most popular strategy for greater sustainability is reconfiguring supply chains.

Produce Pro Software from Aptean provides **end-to-end supply chain visibility**, and our route optimization software can **automatically create routes** that minimize fuel consumption while maximizing delivery efficiency.



Ready to learn more about **Produce Pro Software from Aptean** and how it supports fresh produce businesses?

Contact Us

Request a Personalized Demo

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All statistics quoted in this asset are from an original research survey conducted by Aptean and B2B International in Q3 2023.