

Fruit Profitability Program

Make better decisions with orchard data that works for you!

An initiative of Fruit Growers Tasmania with AgFirst, and support from the Tasmanian Government.

About the Program

The Fruit Profitability Program helps growers turn everyday orchard data into practical and profitable decisions. We focus on collecting the right data, closing the loop with clear insights and sharing benchmark comparisons so you can see how your varieties stack up.

Why it matters:

- Data collection can be costly and frustrating if it isn't used to improve orchard management practices.
- We help you capture the essentials, analyse the results and translate findings into action on orchard.

Benefits for Growers

- **Actionable insights, not spreadsheets for their own sake**
We keep the questions focused on production, packout, price and harvest labour so you get clear signals you can act on.
- **Benchmarking by variety**
See how your varieties perform against your own historical records and against the cohort.
- **Season-to-season improvement**
Use 2025 actuals and 2026 real time estimates to adjust labour, harvest and post-harvest decisions.
- **Support from specialists**
AgFirst consultants provide guidance throughout the process.
- **Peer learning**
Learn from other growers' approaches via cohort summaries and a mid-year webinar.

How It Works

We run a structured, three-phase approach so the data stays simple, useful and timely.

Phase 1 — Data Systems Questionnaire & Fruit Growers Tasmania Census Completion

Goal: For us to understand how you currently record orchard data, including what works, what doesn't and what you've tried.

What we ask:

- Do you currently collect orchard data?
- Which metrics (eg. yields, packout) and what systems (apps/spreadsheets)?
- If you're not collecting, why? What's getting in the way?

Outcome: A co-designed approach that focuses effort on the most valuable metrics and tools.

Phase 2 — 2025 Production, Packout & Price + Harvest Labour

Goal: Capture actual data by variety for 2025.

What's collected:

- Production by variety
- Packout by grade
- Price by variety
- Harvest labour expenditure

Outcome: Clear benchmarking reports so you can compare your variety performance with the cohort and spot priority improvements.

Phase 3 — 2026 Production, Packout & Price (Estimates) + Real time Labour

Goal: Real time insights during harvest.

What's collected:

- In-season production data
- Estimated packout and pricing
- Current harvest labour expenditure (captured as harvest progresses)

Outcome: Faster feedback and better decisions while the season is still live, not months later.

What Participants will Receive

- **Simple data capture templates** (aligned to what growers actually use)
- **Benchmarking reports** focused on the metrics that influence profitability
- **Webinar and (anonymised) cohort insights** to see what's working for others
- **Direct support from AgFirst** throughout data collection

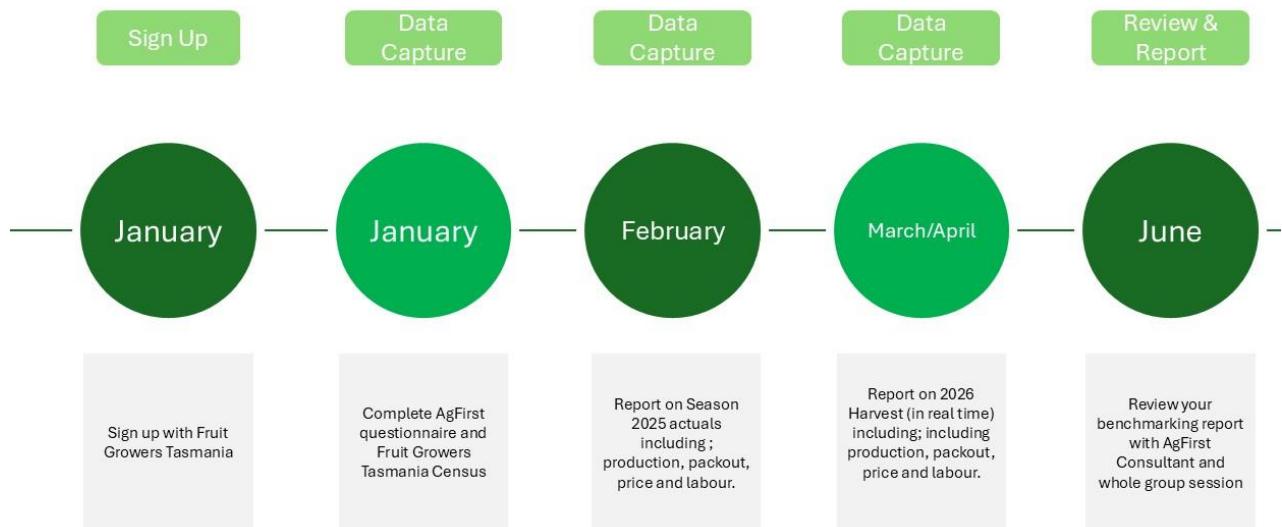
Who Can Join

- **Cohort 1:** Apple growers
- **Cohort 2:** Apple growers and other fruit growers (mixed fruit cohort)

Whether you're already collecting detailed data or just getting started, we'll meet you where you are at and help you focus on high value metrics first.

Timeframes at a Glance

- **January 2026:** Data Systems Questionnaire – early program onboarding,
- **January/February 2026:** 2025 season (actuals) – production, packout, price by variety + harvest labour
- **March/April 2026:** (during 2026 harvest): 2026 season (estimates during harvest) – production, packout, price + real-time labour
- **June 2026** – cohort findings and next steps



Contact & Next Steps

Interested in joining or want more information?

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Express your interest [here](#)

Frequently Asked Questions

Is this only for large orchards?

No. The process scales for smaller and larger operations. The key is capturing consistent, useful metrics by variety.

Do I need special software?

Not necessarily. In Phase 1 we review your current approach. If the cohort highlights a tool that works well, we'll share it as an optional trial.

How much time will it take?

We keep data collection tight: focus on production, packout, price and harvest labour. Expect short bursts at key points in the season.

What do the benchmarking reports include?

Variety-level comparisons for production, packout and price, plus labour insights—presented in clear visuals with practical recommendations.

How will my data be protected?

Your privacy matters to AgFirst and Fruit Growers Tasmania. We recognise the commercial sensitivity of the raw data and we take data protection seriously.

How will my data be managed?

Data is stored by AgFirst in an anonymised format and AgFirst holds the raw data for the purposes of this programme only. The data will not be used for any other purpose without your express permission.

Partners & Support

This program is delivered by Fruit Growers Tasmania and AgFirst, with support from the Tasmanian Government.

