

Fruit Profitability Program

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.

