

# FRUITION



GreenAtlas

## GREEN ATLAS KIWIFRUIT SCANNING SERVICES

Helping achieve optimum crop load sooner, easier and cheaper



**KNOW  
EVERY  
VINE**

Your crop and canopy  
accurately mapped across  
your orchard at every stage

[www.fruitionhort.com](http://www.fruitionhort.com)



# INTRODUCTION

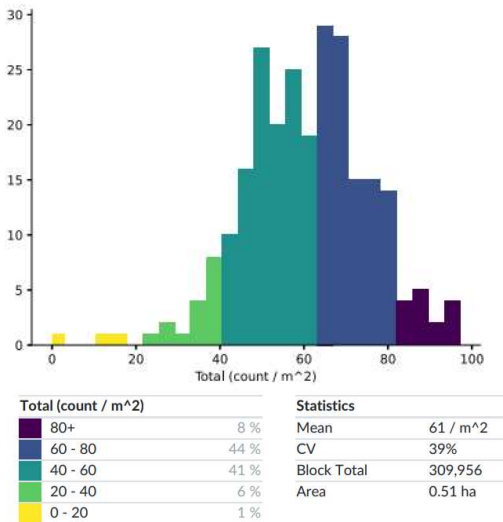
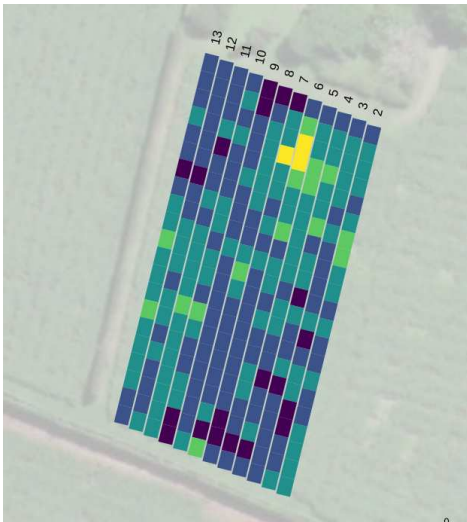
Fruition’s services, powered by Green Atlas's cutting-edge hardware and software deliver for, accurate and cost effective mapping of buds, shoots, flowers, fruit and canopy across all varieties. Results are routinely turned around within 36 hours of scan completion.

## Opening the gateway to data-driven, precision crop management

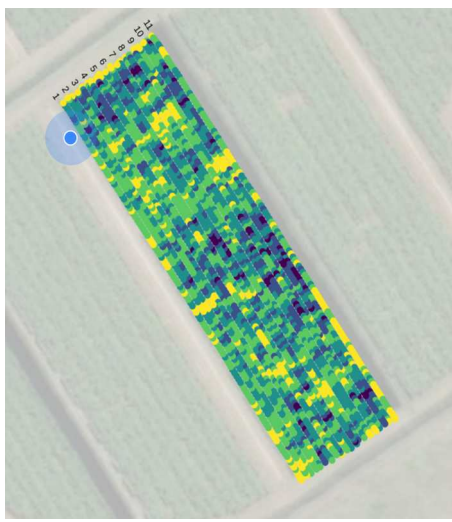
Heatmaps - at a bay-level or individual image resolution - instantly reveal high and low areas, providing clear insight into relative performance within and between blocks.

Easy-to-read stats highlight key performance indicators for each block - including mean, variation (CV) and crop load distribution - giving you valuable insights at a glance.

Georeferenced reports bring your data to life in the field making it easy to navigate directly to key areas of interest within your block.



Total (count / m^2)		Statistics	
80+	8 %	Mean	61 / m^2
60 - 80	44 %	CV	39%
40 - 60	41 %	Block Total	309,956
20 - 40	6 %	Area	0.51 ha
0 - 20	1 %		



# SERVICES OFFERED



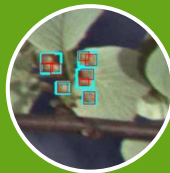
## Dormant Buds (July-Sep)

- Assessment of pruning quality
- Early identification of variability
- Indication of cropping potential
- Identification of males for pollination



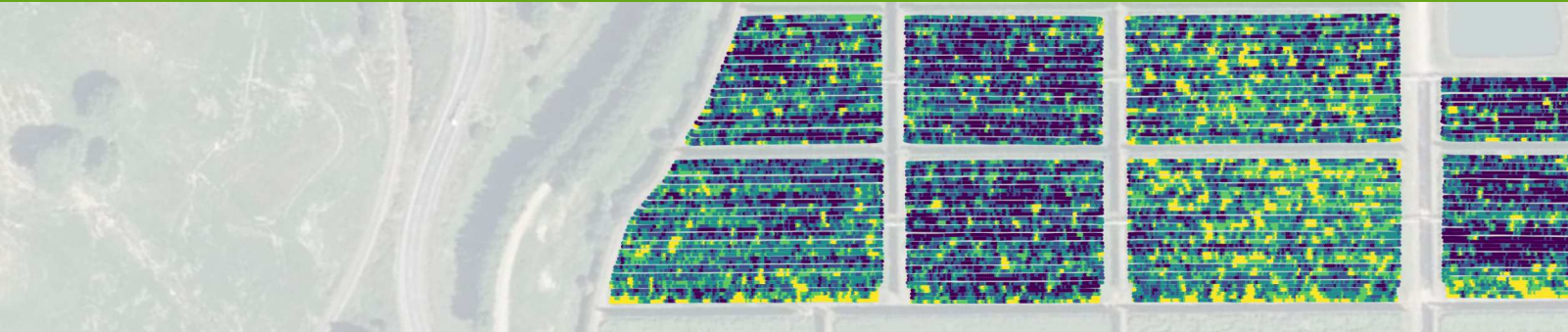
## Shoots (Sep-Oct)

- Inform early crop reduction requirements (shoot ripping)
- Identify variability in bud break
- Begin to assess crop load potential
- Quantify bud break in combination with a dormant bud scan



## Flower Buds (Oct-Nov)

- Inform or assess bud thinning strategies
- Identify floral variability
- First true indicator of crop load
- Offered as total bud or cluster (king bud) count



# OUR STORY

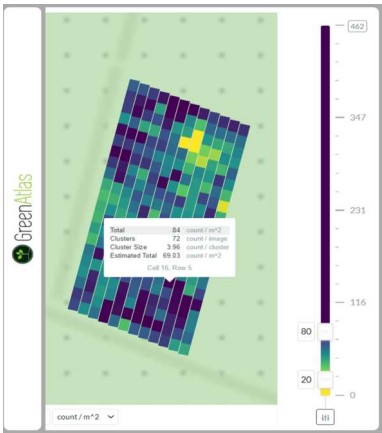
Fruition Horticulture Hawke's Bay has been supporting NZ Horticulture business for over 20 years. Built on a foundation of expertise and innovation, our mission has always been to improve orchard outcomes through smarter solutions.

In 2020, this vision led us to partner with Green Atlas, a leader in orchard scanning technology. Backed by over a decade of world-class university research, Green Atlas combines artificial intelligence, machine learning and machine vision to deliver the Cartographer, a proven tool for accurate, repeatable results that help growers make better decisions, faster.

## INTERACTIVE RESULTS VIA THE GREEN ATLAS VIEWER

Scan results are now delivered through the Green Atlas Viewer on the Fruition Portal, giving you more insight and interactivity.

- Key features include:
- Adjustable scales to highlight low and high cropping areas with precision
  - Customisable colour schemes to match your visual preference
  - Full-orchard overview with all blocks in a single, easy to compare view
  - Zoom functionality to focus on specific areas of interest
  - Hover over to reveal each individual image and data point collected



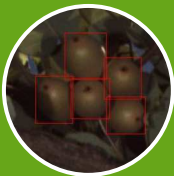
## CALIBRATION FOR ACCURACY

Calibration allows us to account for occluded fruit and convert scan data into per m<sup>2</sup> units, giving you meaningful, actionable results. Factors such as variety, vine age and row spacing influence the calibration. Fruition recommends four hand-counted bays for calibration across similar blocks within an orchard (regardless of block size). If hand counts are not possible, a self-calibration factor can be applied. This method still delivers a reliable assessment of variation within a block, but it offers slightly less absolute accuracy than the calibrated approach.



### Fruitlets (Nov-Dec)

- Inform or assess fruitlet thinning strategies
- Identify and address variable areas
- Early crop estimate



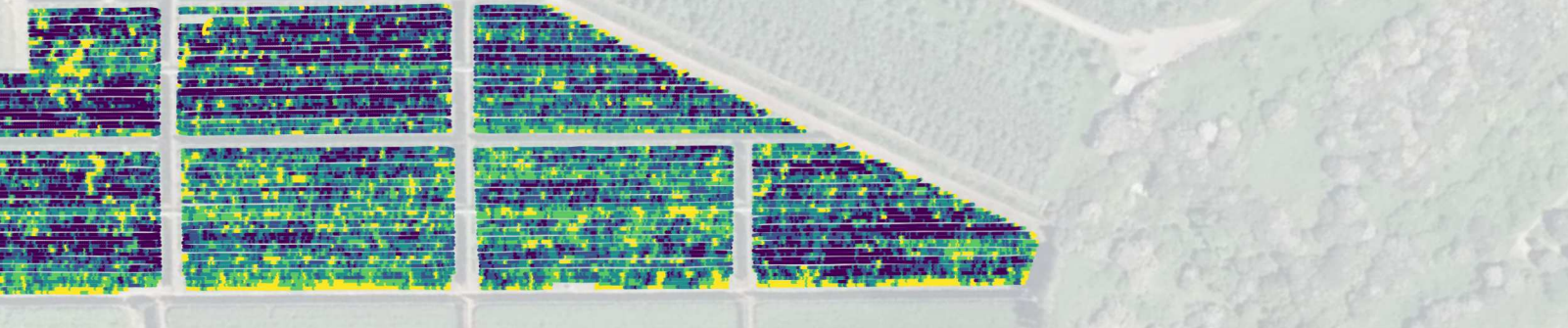
### Fruit (Jan-Harvest)

- Inform cosmetic thinning or confirm final loading
- Identify variability for MA decisions
- Crop estimate count and size
- Help plan harvest logistics



### Canopy Geometry (Oct-Harvest)

- Canopy density and leaf area measurements
- Collected during all scans
- Further understand block variability
- Quantify productive canopy
- Identify missing vines
- Inform summer pruning needs







Tagga bridges the gap between digital scan results and efficient labour management. Scans measure crop variation in the orchard but the challenge is how to make that data more practically useful. Tagga does that.

Using your selected threshold, Tagga marks your orchard per bay, showing exactly where attention is needed. Instructions to staff are simple: **Act where there's a mark. Walk past where there isn't.**

This precision approach helps reduce over-thinning, improve crop consistency and save on labour by focusing only on the areas that matter.



*Tagga: Smart, simple and effective orchard management*

How it works:

- ◆ **Scan** - We scan your orchard using the **Green Atlas Cartographer**
- ◆ **Report** - Within 36 hours, you receive a comprehensive **report and heatmap**
- ◆ **Decide** - You determine your **threshold for marking**
- ◆ **Spray** - We return to your orchard and **spray the way**

2024 trials demonstrated impressive cost benefits. The biggest gains came from avoiding thinning in areas already close to target, which saved both valuable crop and labour cost. Results of 2024 trials available on request or via Fruition website.

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