

EastPack Customer Success Story

Introduction

EastPack is New Zealand's largest kiwifruit post-harvest operator. Helping growers around the country get a fantastic return for their fruit. For EastPack, registering orchard blocks for harvest was once time-consuming. Landkind has helped EastPack streamline their process, saving time at a crucial point in the season.



EastPack
Growers at heart

EastPack's Landkind Journey

As New Zealand's largest post-harvest operator, EastPack handles significant amounts of spatial-specific information from its growers, such as blocks and hazards. It is critical that EastPack has a reliable system to manage this heavy administration work and property data.

EastPack first began using Landkind to maintain a spatial database of its kiwifruit properties, maps, blocks, and hazards in 2019. Digitising this property information was vital in creating a single source of truth that the company could rely on at any point in time. Additionally, the ability to print and share PDF copies of map information with its growers has been incredibly advantageous.

A few months later, EastPack saw value in leveraging their existing data within the Landkind system to help streamline block registration in time for harvest.

Block Registration

Block registration previously involved 3 months of tedious manual data entry and required multiple touchpoints across the organisation. Now, after implementing more of Landkind's capabilities, this process takes "just a few clicks."

One of the capabilities streamlining the block registration process is Landkind's robust permissions system. This workflow allows EastPack to determine data access at multiple levels, so users in the orchard can create block data, while another group of users (managers) can approve it. As a result, data remains in the right hands, the approval method is simplified, and all data meets the client's requirements while eliminating duplication and double-entry.

Another capability that EastPack finds valuable is swiftly exporting data into their preferred format before uploading it into their third-party registration system.



Outcome

EastPack can now efficiently create and approve blocks for harvest, saving a considerable number of hours and increasing the value of their spatial dataset.

As EastPack and its many users add new data to the platform, existing crop data becomes supported and validated, increasing efficiency and meeting the necessary standards.

“ We went from 3-4 months of super tedious manual data entry, to just a few clicks. ”

-EastPack, Fruit Performance Analyst



Conclusion

EastPack is committed to Landkind because it is extremely easy to use across their teams and delivers the required results. Many of EastPack's new users are not tech-savvy, nor do they have the time or patience to utilise a tool that doesn't work for them. The new workflows that suit EastPack's needs resulted in seamless adoption across their team, prompting positive experiences with the system.



Landkind

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