

Canada: Smartphone app to foresee strawberry production

A Canadian smartphone app has been developed which allows for strawberry production to be predicted three weeks in advance, ensuring better coordination with the distribution network. The simple yet precise app prepares forecasts from numerous green strawberries from 60 randomly selected plants.

David Lemire, President of the Quebec Association of Strawberry and Raspberry Producers explains: “By knowing their production volume three weeks in advance, our members increase their chances of getting a fair price for their fruit and it is easier for greengrocers to plan their supplies and special offers in accordance with volume produced locally.”

The developers based their work on production observations made over five different years. According to the association, which counts 550 producers, Quebec is Canada’s leader in strawberry production and the third largest in North America.

Lien article : <http://www.freshplaza.com/article/171553/Canada-Smartphone-app-to-foresee-strawberry-production>