

case study: A. Duda & Sons, Inc.

citriTrack
system
benefits a
large
grower-
harvester-
processor
company

The initial goal set by Duda was to collect accurate yield data on a consistent basis for use in their precision-ag decision system. After using HarvestMap™ on a trial basis for one season, Duda was ready to install CitriTrack™ systems on all of their harvesting crews the following year.

"From what I have seen in citrus, they have the best if not the only product of this type."

*Joby Sherrod, Crop Protection &
Research Superintendent
A. Duda & Sons, Inc.*

The GeoAg Solutions team worked closely with Duda personnel to ensure that their efforts would be successful and that the technology would be adopted by crewleaders and harvesting personnel. Training sessions were conducted on-site with operators as a group and on an individual basis.

The value of the CitriTrack system at Duda is that it provides a benefit to multiple levels of users. Since the quality and accuracy of the information relies on the harvesting crewleader to record his data correctly, HarvestPay was a practical solution for encouraging operators to use the system properly and benefit themselves from the streamlined process of this service. To further enhance this feature GeoAg Solutions developed a customized payroll report that crewleaders and payroll administrators can access online.

As the quality and accuracy of the data flowing into the system improved, Harvesting Managers were able to take advantage of the real-time, remote monitoring capabilities of HarvestWatch.



Joby Sherrod views yield map on HarvestMap™ website.

CitriTrack links the units in the field to the HarvestWatch system. Using the Internet, harvesting managers can access up to the minute information on crews, loads and trailer locations. Neal Livingston, Citrus Harvesting Manager at Duda says, "It's nice to see if a goat driver is running" without having to track them down in the field.

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Phil Taylor, who is responsible for dispatching trailers and loads, likes the ease that comes with HarvestWatch. "I can be out amongst everything in the north part of the grove and still see what is going on in the south part." He also stated that HarvestWatch was "a big help" for what he does. As trailers are being loaded in the field, Taylor, who uses a laptop in his truck with a wireless modem, can monitor their location and status and schedule pickups and empties better.

Harvesting Managers, such as Bernardo Barnhart are also using the yield data and maps to improve crop estimates. Barnhart remarks that it is "a useful tool to make assessments." These forecasts are very important for Duda's fresh fruit packinghouse. The updated information from HarvestWatch and HarvestMap can be useful for determining how much fruit is left after a spot pick or before a block is completed.

One glance at a yield map can indicate where production levels are low and should be addressed. Joby Sherrod, Crop Protection & Research Superintendent at Duda values the CitriTrack system in his department. "It's an excellent tool when deployed successfully for managing small experiments." Sherrod also commented on the system's effectiveness for this past season. "This past year we have gotten some really good yield data for our grove." Duda has used this data to document the consistent high and low level yields of each citrus block.

"We used to record everything on paper. Now we can pull information up on the computer and see where loads and trailers are."

Phil Taylor, Dispatcher
A. Duda & Sons, Inc. Labelle, FL

