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Online Decision Support Tools for Avocado Production: An Almond Example

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WHO IS SUREHARVEST?

- Formed in 1999
- A sustainability solutions company working in the agri-food value chain delivering:
 - ✓ practical strategies
 - ✓ proven technologies
 - ✓ exceptional services
- Solutions accelerate:
 - ✓ financial profitability
 - ✓ environmental stewardship
 - ✓ social progress
- Services often coupled with farm mgt. and sustainability program mgt. software technologies



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WHAT DOES SUREHARVEST OFFER?



Current Technology and Service Solutions:

- Sustainable Sourcing
- Sustainability Programs & Diffusion of Innovations
- Compliance Management
- Certification Management
- Verification Services
- Farming Information Management



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FARMING MIS

Farming Management Information Systems:

- Deployed on more than 140,000 acres of premium winegrapes and other fruit, nut, vegetable, and field crops
- Plan, schedule, record, analyze and report on all farming activities



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SUSTAINABILITY MIS



Sustainability Management Information Systems:

- Supports more than 2,200 agri-food operations managing upwards of 450,000 acres
- Serves winegrapes, almonds, hazelnuts, mushrooms, cut flowers, stonefruit, citrus



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PROFESSIONAL SERVICES

- Working with more than 60 clients spanning the US Food and Agriculture value chain
- Designing and executing sustainability performance management
- Strategic consulting and facilitation
- Program evaluation



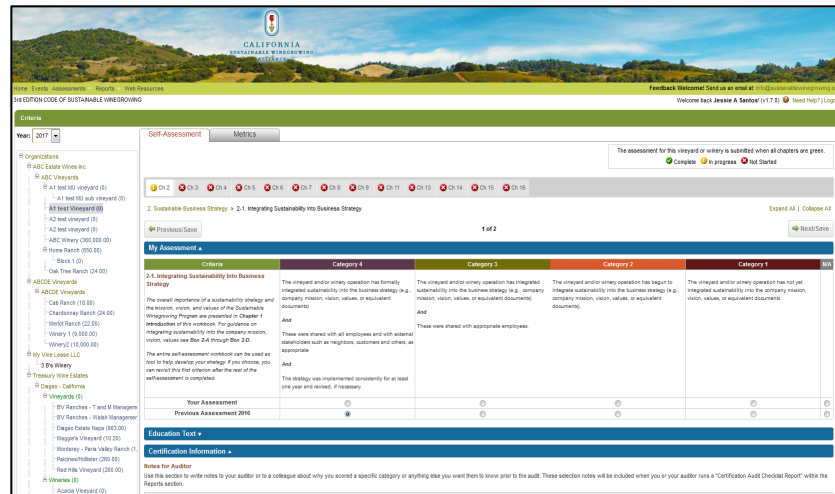
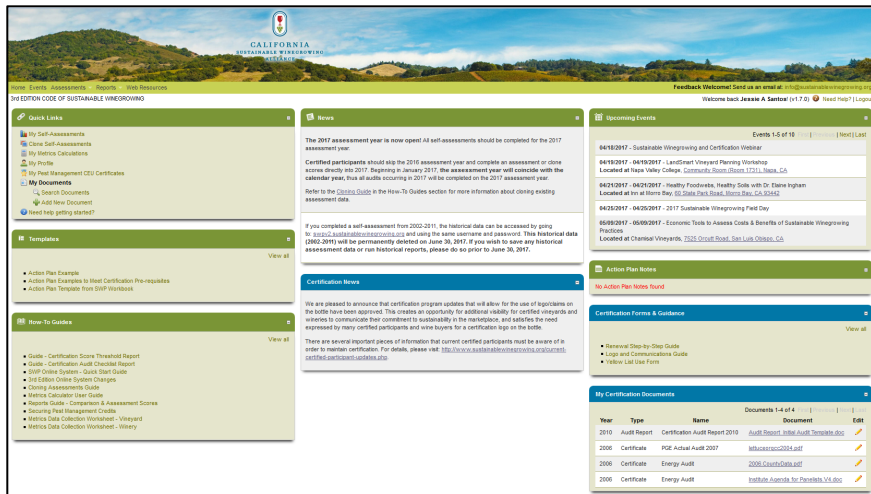
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HOW DID SUREHARVEST GET INVOLVED IN DECISION SUPPORT TOOLS?



- Developed user friendly software platform for sustainability program management
- Original tool was practice self-assessments – initial crop was winegrapes & wine






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HOW DID SUREHARVEST GET INVOLVED IN DECISION SUPPORT TOOLS?



- As wine program matured a need for metrics calculators became apparent
- Calculators were installed in SMIS for a one stop shop for user tools

Calculated Metrics			Totals
	Energy Intensity Take Action	0.00 kWh per acre 0.00 kWh per ton	0.00 kWh
	GHG Intensity Take Action	Direct Emissions 0.0 lbs CO ₂ e per acre 0.0 lbs CO ₂ e per ton Embedded Emissions 0.0 lbs CO ₂ e per acre 0.0 lbs CO ₂ e per ton Total Emissions 0.0 lbs CO ₂ e per acre 0.0 lbs CO ₂ e per ton	0.0 lbs CO ₂ e
	Water Use Efficiency Take Action	0.00 Acre-Inches per acre applied 0.00 Acre-Inches per ton	0.00 Acre-Inches
	Nitrogen Applied Take Action	0.00 lbs N per acre 0.00 lbs N per ton	0.00 lbs N



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HOW DID SUREHARVEST GET INVOLVED IN DECISION SUPPORT TOOLS?

- Water and nitrogen management became an important focus for the California Almond industry
- Calculators were installed in California Sustainable Almond Program's SMIS for a one stop shop for user tools for Almond Board of California members



Home Assessments Tools

HOME

QUICK LINKS

Assessments

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Tools

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Events

Help



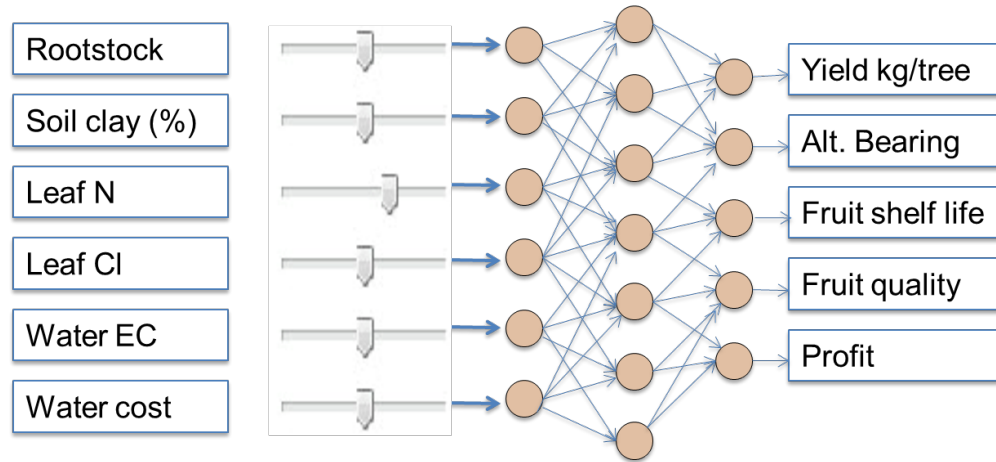
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WHAT DOES SUREHARVEST INTEND TO DO WITH THE CALIFORNIA AVOCADO COMMISSION PROGRAM?



- Build David Crowley Team's Decision Support Tools into an Avocado SMIS

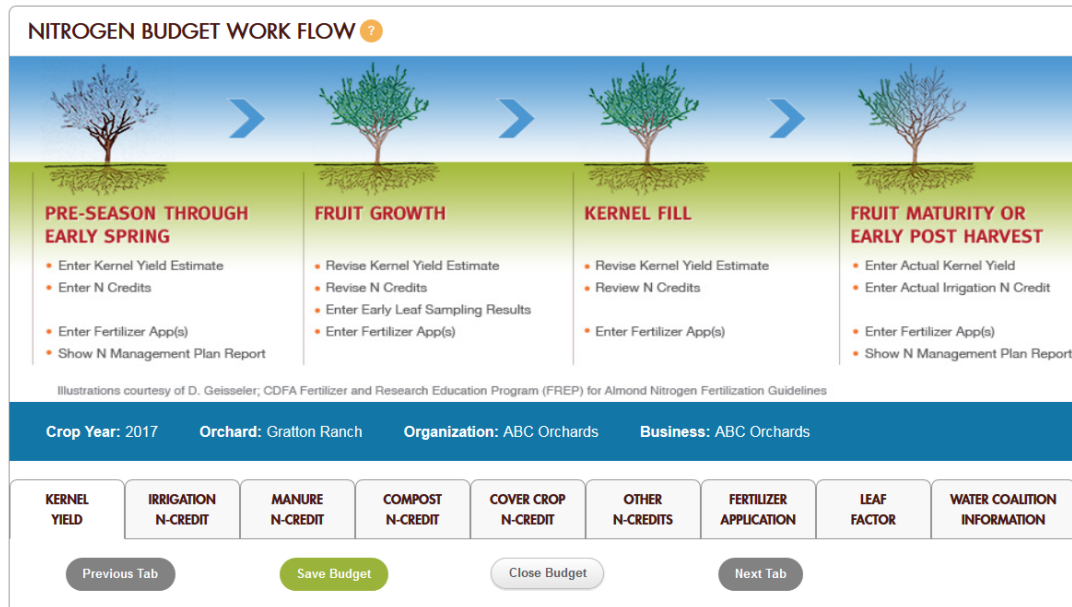


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DEMONSTRATION OF THE CASP NITROGEN CALCULATOR BASED ON RESEARCH BY DR PATRICK BROWN & TEAM



N CALCULATOR



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Thank You

Questions ??