

# MYOB Greentree

Client Jace Group | Partner Endeavour New Zealand | Location NZ  
Product MYOB Greentree | Industry Food & Manufacturing



## Fruit exporter thrives with MYOB Greentree ERP

Jace Group is a key player in the New Zealand kiwifruit industry and a multi-million-dollar export success. The company packs more than seven million trays of kiwifruit per year, primarily for export, grown across multiple sites covering in excess of 200 hectares.

### Problem

#### Cultivating quality from vine to packing

To ensure success, Jace Group requires seamless accounting and reporting of production from dozens of orchards and packing facilities. It is crucial for Jace Group to have the confidence that their ERP solution can assist in managing the entire supply chain in a manner that's both easy and accurate.

"We pride ourselves on quality performance and attention to detail," says Lee Weatherley, Accountant for Jace Group. "We consistently achieve above industry returns for our growers. Given there is only a limited window of opportunity to harvest the crop from the vines, it is vital that all operations - from logistics through to our accounting & reporting functions to growers - run seamlessly."

"Because we have to cover from the growing of the crop right through to harvesting, storing and packing, we need a business system that is able to capture all that data and report on it in a wide range of ways," she explains.

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### Solution

#### Growing an integrated business

Jace Group uses MYOB Greentree to integrate financials, job costing and transactional analysis.

Detailed cost analysis includes MYOB Greentree breaking down the costs and returns for each individual orchard across each variety of fruit. Jace Group makes extensive use of MYOB Greentree's Job Costing modules and transactional analysis capabilities to differentiate between each growing season and variety.

"It's so easy to extract data - you just push a button and it's done," enthuses Lee. "Our data is all live and automated, it's accurate, and our checks and balances all take place in MYOB Greentree. Live visibility is important because our managers out in the field need to know where they're tracking against their budgets," Lee adds.

During the main packing season, Jace Group's facilities will operate virtually around the clock with up to 900 seasonal workers. Finger-scanning software records attendance in the packing sheds and the data is automatically uploaded into MYOB Greentree Payroll.

Through the AutoScan feature, uploading data from multiple locations is simplified. "Because we have office sites at three different locations and accounting staff at all those sites, we can source data from wherever we happen to be, and information on who has entered the data," Lee says.

MYOB Greentree's flexibility means that the business can react swiftly when conditions change. For instance, a bacterial vine disease meant new varieties needed to be added quickly in order to salvage the season. "Our MYOB Greentree system was flexible enough that we could easily modify our database to include those new varieties," says Lee.

**"It's so easy to extract data"**

## Outcome

### With MYOB Greentree she's apples

"MYOB Greentree has enabled us to develop sophisticated uploads for lots of data, eliminating human error data entry issues. We have nine or so operating companies within our group, and it's a tremendous help for me to be able to monitor performance for consistency. The industry is growing so much," Lee concludes.

"We're heading towards higher volumes of fruit and are looking to expand our facilities. We're confident that MYOB Greentree will continue to grow with us and we're always looking at ways to work smarter with it, to meet any challenges ahead."

**"We're confident that MYOB Greentree will continue to grow with us"**

| Before                                      | After   |
|---|---|
| + Limited reporting features                | + Wide range of data and reports easily compiled                  |
| + Payroll was cumbersome and full of errors | + Large seasonal payrolls are managed accurately                  |
| + Job costs difficult to manage             | + Sophisticated tracking of production and costs                  |
| + Slow, inaccurate data entry               | + Accurate and consistent systems for large volumes of data entry |
| + Rigid and hard to change                  | + Flexibility to modify databases                                 |
| + Inability to access real-time information | + Live visibility out in the field                                |