

PREMIER FRESH AUSTRALIA BANANA FORECAST MODELLING

This document outlines the Premier Fresh Australia procedure in capturing and modelling banana supply volumes based on grower bell injection data and carton to bunch (CTB) ratios.

Procedure

Growers supplying commercial loads for Premier Fresh are required to submit their weekly bell injection figures to a nominated Premier Fresh email account *#insert email account*.

The data supplied by growers will be for Premier Fresh use only, compiled internally to build supply trends and customer models to support pricing, promotions and mitigate against shortages.

Participating growers will be supplied two tables per week **1)** indicating injection trends **2)** predicted volume based on bells injected overlapped with hang time data, bunch recovery rates and carton to bunch ratios. Table 2 also includes a weekly target line (green) which is the agreed committed volume required from the farm.

Table 1. Weekly Bell Injection trend line



Table 2. Forecasted 15kg Cartons

