



By Chris
Komorek

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Costa Group launch digital traceability platform

Avocado producer partners with iTrazo TraceTech to develop digital traceability platform for Lovacados



One of Australia's largest avocado growers and marketers, Costa Group, has teamed up with trace technology company iTrazo TraceTech to launch a brand new digital traceability platform for their Lovacado branded avocados.

Launching across major and independent retailers nationally this March, Costa's Lovacado Shepard avocados will have a QR code integrated into the fruit stickers to enhance business supply chain traceability and increase consumer engagement.

Costa Avocado's marketing manager Kylie McKnight said the business is excited to have partnered with iTrazo to integrate this technology into Costa's Lovacado fruit.

"This technology will allow us to better understand our farm to plate journey and engage with our consumers in a different

"Once the QR code is scanned by consumers the platform provides us with real-time geolocation data so we can see where the avocado has been purchased or consumed, and how far it has travelled from farm," she added.

In addition to its traceability capabilities, the iTrazo technology will provide a platform for Lovacado consumers to rate their avocado, providing Costa with instant feedback on quality, ripeness, appearance and brand awareness.

The platform also provides consumers with information on the avocado's provenance, as well as recipe inspiration, avocado health benefits and all-important selecting and storage tips and tricks.

iTrazo's chief operating officer Paul Whybird said his company is committed to building trust and accountability for Costa's avocado consumers.

"The direct consumer communication will enable both the consumer and Costa to exchange information openly," outlined Whybird.

"Trace technologies increase consumer confidence and gives brands the peace of mind that comes from knowing their products arrived at their destination safely, on time, and without interference.

"Costa will further tap into existing farm and process data to provide 'Farm to Fork' transparency while linking marketing and distribution data to enhance and innovate its operations," he added.

Following the Shepard season, Costa will roll out the iTrazo ADI platform across its FNQ grown Lovacado Hass avocados.

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way," said McKnight.

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