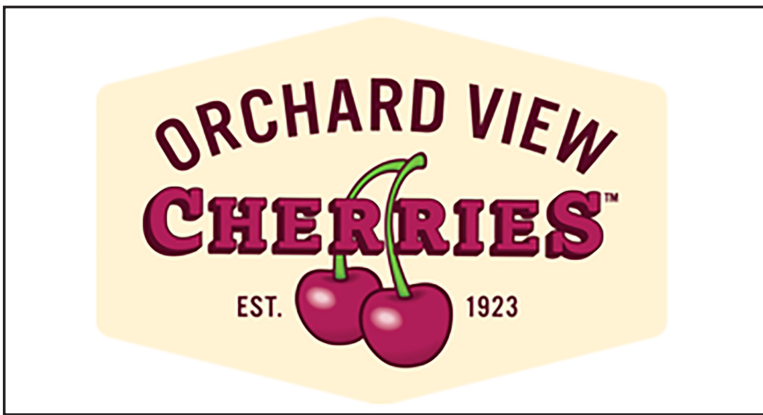


# When Orchard View Needed To Ship A Bumper Harvest, RedLine's Software Delivered



## Orchard View Inc.

Orchard View Inc. is a 4th generation family owned and operated fresh cherry grower shipper, based in The Dalles, Oregon. Walter Bailey and Mabel Bailey established Orchard View in 1923. Today Orchard View manage approximately 2500 acres of fresh cherries, using sustainable farming methods on growing sites around the Columbia River Gorge. They harvest blush and dark sweet cherries from mid-June to mid- August, packing up to 15,000 tons of cherries a year.

Orchard View employ approximately 90 year-round staff, which grows to approximately 700 seasonal staff during the cherry harvest. As a licensed farm labor contractor, Orchard View can also custom harvest for other selected growers.

### **Customer**

Orchard View, Inc.

### **Location**

The Dalles, Oregon

### **Business Focus**

Orchard View specializes in growing, harvesting and packing fresh cherries

### **Operational Environment**

Cold Storage Coolers

### **RedLine Software Deployed**

RedLine Cooler™

### **Hardware Deployed by RedLine**

Ruggedized Handheld Mobile Computers  
Zebra MC92XX

### **Operational Benefits**

- Achieve accurate inventory counts for their sales teams
- Provide fast inventory location for fork lift drivers to reduce pick and stage times
- Managed stock rotation

# Customer Story - Orchard View Farms Inc.

## Business challenge

In 2016 Orchard View updated their racking systems and added in new rapid cool forced-air cooler. With the change, they needed a more effective way to manage the shipping and tracking of product within their cold storage facilities. They operate a Unitec system that processes, sorts, and grades their fruits. The Unitec System also generates a traceability tag that is exported to their Famous Software system. Among other things, Famous manages their inventory that Oppy, their sales company, uses to allocate product.



However, the computer based system did not always match the real inventory. Also when it came to physically locating and managing the movement of pallets within their facility, they had to rely on placards and manual systems. These systems were inaccurate and inefficient, adding time to the picking and shipping processes. Orchard View needed a better way to achieve accurate inventory counts for their sales teams, and provide a quick way to locate product.

David Ortega the Director of Packing Operations at Orchard View said, “We needed to increase our efficiencies with a system that would make sure inventory was accurate and prevent us from losing pallets.”

**“I don’t know how we would have been able to ship this year without RedLine’s Cooler™ Software,” stated Ortega.**

## Goal for a new system

Orchard View had several objectives for their new system:

- They wanted a digital system so they could dispense with manual product tracking
- They wanted this system to be intuitive
- They wanted their computer based inventory to directly match their physical inventory in real-time
- They wanted a system to seamlessly integrate with their Famous software system
- The new system needed to work within their budget

Mr. Ortega explained, “We needed better traceability of pallets, and visibility of their locations, for tracking, picking and shipping.”

## Why did Orchard View select RedLine Solutions?

The Orchard View team searched for alternative solutions that could address their needs. They initially found some suitable options, but these started at \$200K, without deployment services. These system also had too many functions that overcomplicated

# Customer Story - Orchard View Farms Inc.

the solution, without adding direct benefits. Orchard View selected RedLine Solutions Cooler™ because it is written exclusively for grower-shippers operating cooler facilities, and included tight integration with Famous Software. Mr. Ortega explained, “RedLine Cooler™ fits our needs perfectly, as we just wanted the backend stuff like shipping, put away and pallet moves.” Orchard View installed RedLine Cooler™ at the end of May 2016.

**“We wanted to increase our efficiency in the cold storage facilities and make sure we did not lose pallets,” said Ortega.**

## Did the system meet your needs?

“We wanted to scan a pallet and put it away, scan a pallet and ship it, and we needed it to integrate with our Famous Software System,” explained David Ortega, “RedLine Cooler™ fits our needs perfectly, and it has allowed us to manage stock more efficiently. I don’t know how we would’ve shipped this year without it.”



In 2016, due to weather and growing conditions, Orchard View saw a 300% plus increase in cherry tonnage versus the prior year. Even with this significant increase Orchard View managed the handling, storage and shipping without the need for extra staff. Mr. Ortega stated, “It is great that we now have the ability to keep our inventory clean, so our sales team have real-time, accurate inventory information.” He continued, “An added unexpected benefit for us was the automatic management of stock rotation, which was extremely helpful for us this year!”

**“Follow-up by RedLine’s sales team was great and the service team was helpful, they were approachable, and very easy to contact,” explained David Ortega**

## Would you recommend the system?

“If you want to manage your pallets through cold storage and ship more efficiently, then RedLine Cooler™ is the system to use,” Mr. Ortega said.

# Customer Story - Orchard View Farms Inc.

When asked about how straight forward was for the staff he replied, "It was easy to use, and the guys in shipping love the system."



***"Before RedLine Cooler™ we had incorrect tags in the system, which sales could see, and try to ship. Now RedLine allows us to assure the inventory it clean so sales have an accurate picture of what we have on-hand," explained Mr. Ortega.***



## **RedLine Solutions**

RedLine has worked with shippers, growers, and distributors of fresh produce, for 20 years, and have been deeply involved in the PTI since its inception. RedLine partners with industry leading hardware manufacturers to ensure that our customers have access to the latest available technologies. Work with RedLine's experienced sales team to define the most efficient, and cost effective solution for your operation. Our team can help plan, install, and commission your new system, and you can also rely on us for excellent support.

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