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**Starr Ranch Growers share the benefits of AgroFresh's digital platform**

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[AgroFresh Solutions Inc.](#), a global agtech innovator and the leader in post-harvest produce freshness solutions, unveiled a set of [videos](#) showcasing how [Starr Ranch Growers](#) has elevated its operations with FreshCloud Inspection.

In 2021, Starr Ranch Growers, a prominent produce grower, packer and shipper based in Washington, strategically adopted AgroFresh's innovative FreshCloud Inspection platform. This move marked their commitment to seamless digital integration of their quality inspection processes.

“I work with over 30 different softwares and vendors, and I’ve got to say that working with AgroFresh and the FreshCloud team is my favorite of all of them,” said Michele Peters, applications administrator at Starr Ranch Growers. “They know IT, but they also know the fruit industry, and they're willing to work with us to make sure that we have the support we need.”

FreshCloud is an integrated digital platform from AgroFresh that makes real-time, quality data accessible and actionable to empower decision making from the field through use of a phone or tablet. FreshCloud Inspection helps benefit companies like Starr Ranch to be able to give them the digital insight that they need to make decisions on fruit quality, and it allows them to have that data to ensure the right fruit is in the right box at the right time

Upon the integration of FreshCloud, the team at AgroFresh supports the seamless adoption of the program. They guide users through multiple inspection processes, positioning everyone for success as they implement the platform

“We came to AgroFresh with a series of complications that we had using other data points to try to bring those together into one unit, so we can better analyze data,” said Thomas Hale, director of production and supply at Starr Ranch Growers. “And there was never a moment where AgroFresh hesitated to solve our problems.”

FreshCloud Inspection stands as a comprehensive digital platform designed to enhance planning precision, elevate quality standards and increase profit potential. Within this innovative solution, Starr Ranch Growers has integrated FreshCloud into multiple facets of their operation, enhancing collaboration on different levels of the business.

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