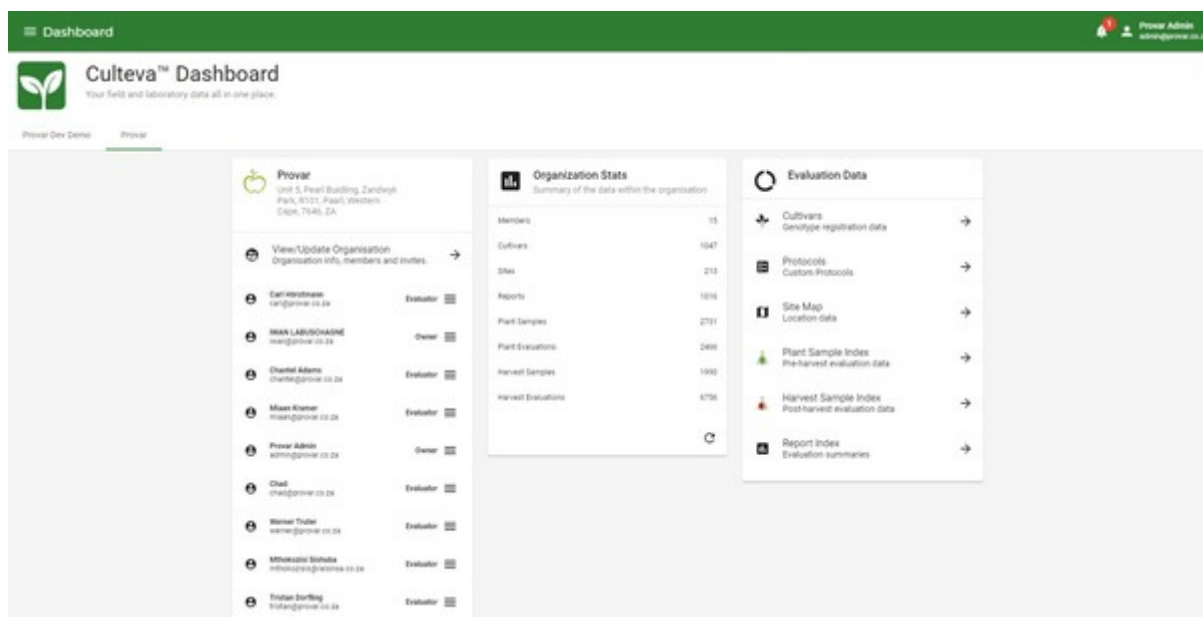




# New Culteva Tastings module to launch early 2022

Culteva, the data collection tool has been on the market since August 2018. It started as an in-house software program for Provar (<https://provar.co.za/>) until the commercial potential was realised.

The mission behind the software was to develop a method to collect data efficiently. “It is important to make data collection as easy as possible for clients and also to talk to them in order to find out what they need from the software,” said Miaan Kramer, Software Product Manager at Culteva.



“The Culteva software improves traceability, data centralisation and report creation. Additionally QR-codes can also be printed out and positioned in the orchards to indicate precisely which variety is planted where. This functionality can be utilised by the built in QR Scanner within the Culteva mobile application to quickly get to the information of the plant in question. As a lot of orchards don’t have a signal, the mobile app can work offline when gathering data, this is then synchronised when the user is back online.”

The software system collects all data in one place making it easy to produce robust reports.

## Tastings

Culteva is developing a new addition to this software which is set to launch early next year. The new module will be called Culteva Tastings.

“The addition of Tastings to our existing software will be a valuable source of consumer feedback for our clients. You can organise tastings, inviting consumers as well as growers along to sample fruit. They can assess the fruit with custom created protocols allowing clients to choose which characteristics they would like feedback on, adding their findings into the app. Clients can then compare these scores and compile them within the normal Culteva report builder. These tastings can be done in a private setting, public setting or even at expos. Users just have to scan a barcode and thus there is no setup process for consumers.

With this new module the more data collected, the better the feedback, it can also be expanded beyond the fruit industry. Before the launch Provar will be testing it with current clients.

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