

# ProWare Services, LLC



## CASE REFERENCE STUDY

### Central Florida Strawberry Grower demands reliable software that fits their business model

**Customer:**  
Astin Strawberry Exchange

**Location:**  
Plant City, FL

**Size:**  
600 Acres

**Contact:**  
Info@StrawberryExchange.com  
(813) 650-8448  
www.StawberryExchange.com

#### CUSTOMER PROFILE

Astin Strawberry Exchange is a long established farming operation located in Plant City, Florida. Still owned and operated by members of the Astin family, the Strawberry Exchange grows over 600 acres and produces 16 million pounds of fresh strawberries each season. In addition to strawberries, Astin also supplies eggplant, chili peppers, squash, and cantaloupes during season.

Astin Strawberry Exchange is a full service supplier who not only grows and packs fresh produce, but also moves it to wholesale, food-service and retail markets through an aggressive sales force.

#### Software & Services:

- AgWare Agricultural Software
- ProWare Services, LLC Implementation & Training Services

#### Hardware:

- Windows Server 2003/2005/2008 SBS
- Window XP Pro, Vista Pro, Windows 7
- Microsoft SQL-Server database engine

#### The Challenge

As a small family run growing company Astin Strawberry Exchange faced enormous challenges in finding a software solution that would allow them to capture product information (commodity, field of origin, date picked, Lot ID, etc.) as they received it and then tried to track the flow of that product through their cooler, warehouse inventory, sales processes, and grower settlements.

Shipping strawberries is a fast paced and relentless process that demands absolute accuracy, whether receiving, packing, or shipping. Typically there is an average “turn” process of less than 24 hours that mandates any software package to be fast, easy to use, accurate, and “rock solid”.

#### The Solution

ProWare Services, LLC offers AgWare™ – a package designed exclusively for the supply side of the perishable

foods industry. AgWare™ is a mature and stable product



*“Astin Strawberry Exchange needed a system that would fit our business model and insure us absolute reliability and support—we are growers, not ‘computer people’.”*

but yet is “refreshingly current” with solutions for today’s challenges.

AgWare™ is a fully integrated ERP Package. Its functionality addresses each link of the supply chain – from attaching initial grower, product and lot information/identity through the sales, accounts payable, grower accounting and general ledger activities.

Microsoft SQL Server is the

database engine behind AgWare™. AgWare™ can be installed as a stand-alone program or be used in a peer-to-peer or client server network.

AgWare™ is a scalable solution, operating in environments with as little as three and as many as thirty users.

#### The Benefits

There were several solutions to chose from, but Astin Strawberry Exchange was convinced that they needed not only a flexible and reliable package, but also service and support from a vendor who understood their needs. “Getting started right here in Plant City, Florida allowed us to begin working with many of the local strawberry growers from the time we first offered AgWare™,” states Steve Dean, General Manager, ProWare Services. “We have been working alongside this industry and developed a lot of our solutions around the unique challenges presented in this market. Our firsthand

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[www.AgWare.com](http://www.AgWare.com)

ProWare Services, LLC is a software development and services company focused on providing solutions for the perishable foods, seafood, and floral industries. The company's center of concentration remains upon supply chain products and services that are affordable to small & mid-size growers, packer/shippers, brokers, and distributors. ProWare staff provides complete consulting and system integration services to facilitate an effective implementation and long term support of these solutions. AgWare™, ProWare Services' flagship product is a mature and stable platform deployed in the agricultural community since 1999. AgWare™ is an ERP package for managing your business with the added benefits of lot traceability for food safety. ProWare Services provides unparalleled products, and services with commitment and integrity.

## Astin Strawberry Exchange

produce industry knowledge coupled with a sincere customer services commitment, gave Astin Strawberry Exchange the assurance and comfort level of a vendor they could trust and work with."

Astin Strawberry Exchange has been using AgWare™ since 2001 and consider it a crucial part of their operation. It is use for collecting data, managing each business practice element including receiving, cooling, inventory, shipping, sales, and financial applications.

"We know firsthand that ProWare products and services are reliable and innovative" states Ms. Roberts.

*"With the food safety and traceability standards that are today's challenges, we know we can rely upon ProWare Services to have us where we need to be, when we need to be there"*

*- Suzanne Roberts, Principal  
Astin Strawberry Exchange*

