

# Flower Grower

## Objective

Develop a cost-effective solution for monitoring temperatures of flowers in transit, which will reduce claims and emphasize grower initiatives to improve flower appearance and extend shelf life.

## Strategy

The flower grower implemented a policy of quickly cooling flowers to a low temperature after harvesting to improve quality. ATI's Freshness Monitor will clearly show if flowers are subjected to higher temperatures in transit, providing more accountability throughout the cold chain.

## Implementation

The Freshness Monitor features an adhesive-backed card with three visual indicators. If the first white circle turns red, it indicates the need for a close inspection. The second and third circles turning red will require further inspection and testing.

## Results

The economical Freshness Monitors provided an easy-to-read visual indication that raised the awareness of temperature effects throughout the cold chain. Accurate indication assisted decision support while increasing accountability. Claims and rejected shipments have also declined.

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