

How AI and automation are rebooting the fresh produce business

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Fruit Logistica's brand new trend report reveals how artificial intelligence is reshaping global fruit and vegetable supply chains and accelerating change across the industry

Artificial intelligence and automation are transforming every link in the global fruit and vegetable supply chain. The newly released [Fruit Logistica Trend Report 2026](#), titled *Ctrl+Alt+Refresh*, explores how emerging technologies are driving efficiency, resilience, and sustainability throughout the fresh produce industry. The title itself suggests a system-wide reboot – a global fresh produce sector reconfigured with the help of AI to become faster, smarter, and more sustainable.

[Download the Fruit Logistica Trend Report 2026](#)

Produced by Fruitnet Media International in partnership with Fruit Logistica, the report combines exclusive survey insights with real-world case studies from leading companies and innovators worldwide. "AI is no longer experimental, it's essential," says Mike Knowles, managing director of Fruitnet Europe and author of the report. "The fresh produce business is undergoing a complete transformation as technologies become more useful, affordable, and intelligent. Those who fail to adapt risk being left behind."

Artificial intelligence in action

Across production, logistics, and retail, AI applications are already delivering measurable impact. Smart greenhouses, predictive crop modelling, and autonomous robotics are improving yield consistency and reducing waste. In logistics and retail, AI-driven analytics enhance demand forecasting, cold chain performance, and shelf-life management.

Dole has implemented AI tools across forecasting, crop monitoring, and quality control to improve efficiency and data-driven decision-making. "Anywhere in the business where there are large volumes of data, AI will provide opportunity to streamline, speed up, and report," says Drew Reynolds, technical and sustainability director. "Logic suggests that crop forecasting – and matching that forecast to packaging, shipping and sales – could be revolutionary."

Ctrl +Alt +Refresh

The future of AI and automation
in fresh produce supply chains

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Clarifresh uses AI to automate and standardise quality control across the supply chain, helping producers cut waste and boost accuracy. “The impact is twofold,” explains Elad Mardix, CEO and

co-founder. “Doubling inspector productivity and expanding sample size by 50–100%, while reducing waste or claims by 25–35% through more objective inspections, standardised QC, and broader sampling. These results were reported by three major customers in North and Latin America over the past nine months, including leading citrus, grape, and berry exporters.”

Agriplace applies AI to simplify compliance and transparency in global supply chains by extracting and structuring data from supplier documents. “We leverage AI to quickly scan and extract relevant data from documents, reducing what used to be weeks of manual work to just minutes,” said Nico Broersen, CEO. “This combination of human expertise and automation not only gets companies started more quickly, it also ensures their supply chain data remains structured and trustworthy in the long run.”



A connected and predictive future

Surveyed industry leaders foresee rapid advances in autonomous harvesting, non-destructive quality analysis, and cold chain optimisation. A recurring theme is the need for data interoperability – systems that can securely connect and share insights across the chain.

“Smart agri plus smart logistics and smart merchandising equals a super-smart food system,” the report concludes. “The Ctrl+Alt+Refresh button has been pressed – the system is rebooting.”

Availability

The Fruit Logistica Trend Report 2026 offers a comprehensive overview of the technologies and strategies shaping the future of the fresh produce business. The report is available now for free download:

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