



Data Intelligence for Growers

Real-world evidence-based stories that DIG has solved and an  
overview of key features and benefits

[www.digpotatoes.co.uk](http://www.digpotatoes.co.uk)



## Challenge 1

### How many tonnes of seed do you have?

A simple enough enquiry. But the grower had no clear idea of how much stock they had and/or its potential sales value.

### Action

From the beginning, and from the ground up, we developed DIG to be a stock control system. At the system's core are the crops.

A key innovation was to record crop tonnages across 5mm size bands. These are set and adjusted as a crop is progressed. From test dig results, box counting, store inventory changes to sale reductions.

All these events fine-tune the crop 5mm tonnage levels, for a consistently accurate stock position. In addition, each change is recorded and logged.

DIG presents the user with a stock history that shows all changes and activity on crops at any time, and current available stock levels are front and centre on the system and App.

### Result

JES has benefited significantly from knowing their stock intimately. In many instances it has allowed them to make strategic changes to their orders and allocation plans.

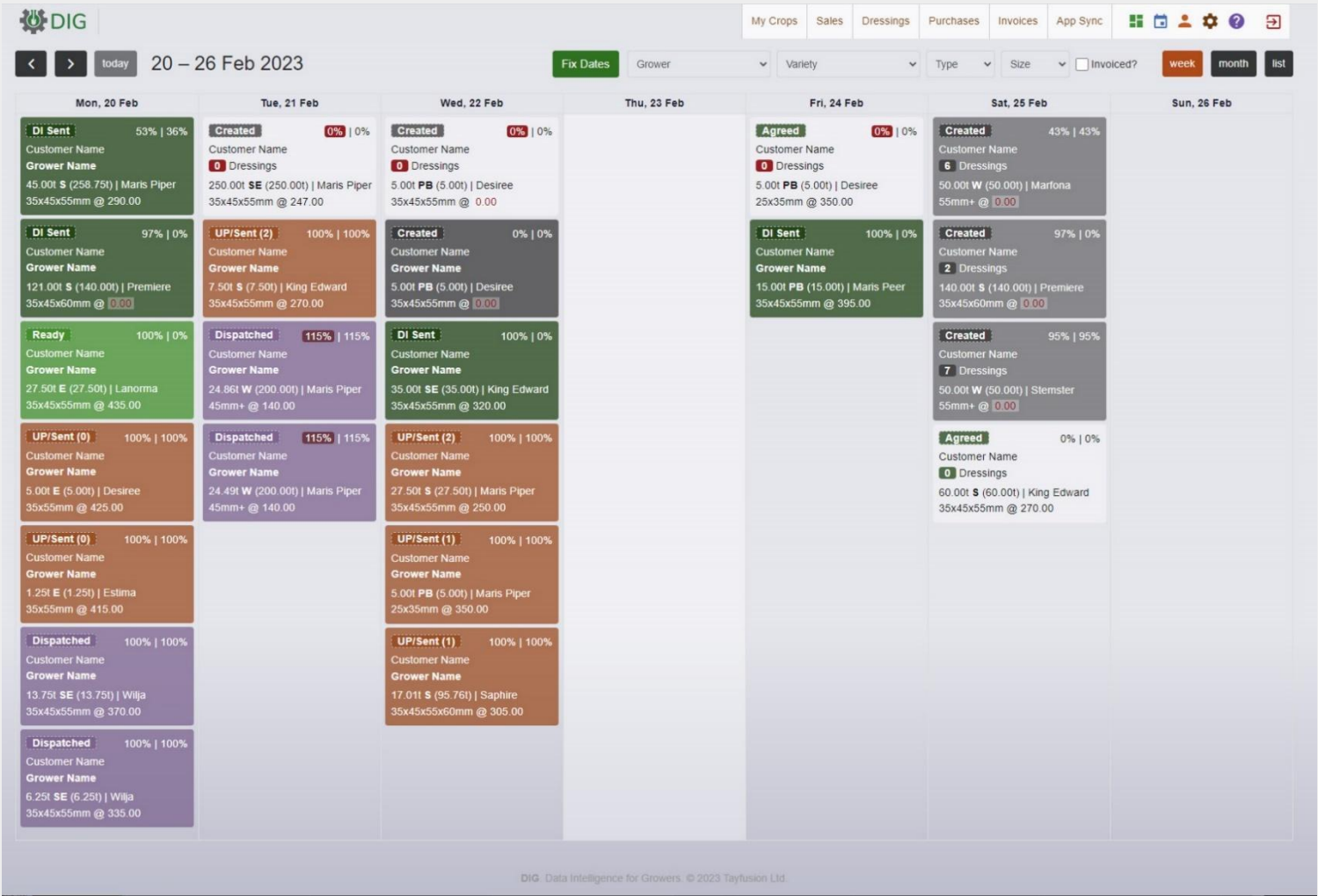
From securing additional sales to making unexpected sales. All this has resulted in JES selling more crop at premium prices. Accurate stock = extra revenue.

JES sold an extra £30k of crops (90t) in the 2021 season. From non-seed sizes on a range of varieties that would often sell as low value ware.

Making JES an additional £27,750k, instead of £2250 as stock feed.

This year JES, because of their stock, was able to sell an extra 25t of Hermes and 25t of Cara, from just 2 of their growers for export. Resulting in extra revenue of £10,000 for each grower, an otherwise easily missed opportunity.





## Scheduling Calendar

Along with ordering, distribution and dressing management, DIG provides a customisable Scheduling Calendar which provides instant understanding of order and dressing status, haulage plans and expected gradings.

Allowing you to keep in touch with what is happening right now, as well as what to expect tomorrow.

## Challenge 2

### A seed grower 'lost' 40 boxes of seed potatoes

Found behind some ware stock in the store and missed by the storeman. Grower was unaware they had this stock.

### Action

The DIG system features accurate stock control and inventory management. Boxes – and their 5mm distribution - are readily shown to users on all key pages.

Users are always aware of their store stock and as a result boxes should not be lost or missed. With various crop stock report screens it is easy to see the total available stocks for crops and varieties.

Both are displayed on the system as well as the App.

### Result

This grower did not lose the opportunity to sell the 'lost but found' tonnage at the correct market price. Therefore, seed sale at £300pt rather than stock feed at £25pt. He prevented a loss of £11,000.

**We estimate that DIG can prevent a loss of between 25 & 50 tonnes each year.**

**This represents potential savings between £6875 and £13750 per year.**

Forecasting

My Crops
Sales
Dressings
Purchases
Invoices
App Sync

2022
Variety
ARGOS [G]
DESIREE [G]
HARMONY [G]
HERMES [G]

All
S
Cohort 1
Refine

ARGOS
DESIREE
HARMONY
HERMES
MARIS PIPER
T/TOTAL
F/TOTAL

### Sales Forecast

Forecast Sales Tonnes Y22					0	
Current Sales Tonnes Y22		345	25	110	30	510
Agri-grow				10 [13]		10 13
Allan Ballan Ltd		300 [320]				300 320
Bramton Ltd				25 [28]		25 28
Bob Murray			25			25
Lower Farm		25 [246]				25 246
Mackay Potatoes					30 [35]	30 35
Mol Potato Group				50 [55]		50 55
Strath Growers		20				20
Tuber Grow Ltd				25 [28]		25 28
Total Sales Tonnes Y22		345	25	110	30	510
F/C Tonnes (2023)	0	566	0	124	35	725
TPH	23.7	30.8	30.8	30.8	32.0	
Plant-Back % Adjustment	10	13	10	10	10	
Target Hectares (2023)	0	18.4	0	4	1.1	
TOTAL HA (2023) Adjusted	n/a	20.8	n/a	4.4	1.2	

### Analysis by Field Generation

F/C Tonnes (2023) Adjusted	0	640	0	136	39
FG4/5 Area	0	21	0	4	1
FG4 %	0	10	0	10	10
FG4 Area	0	2.1	0	0.4	0.1
Plant Spacing	0	23	0	23	23
Seed Rate	4	4	4	4	4
FG3 Input Tonnes	0	8.4	0	1.6	0.4
FG3 Area	0	0.27	0	0.05	0.01
Multiplication Rate	0	7.7	0	7.7	8
FG2 Area	0	0.035	0	0.006	0.001
FG1 Area	0	0.005	0	0.001	0
Minitubers Plant Pop.	60k	60k	60k	60k	60k
Minitubers Required	NAN	273	NAN	47	8
Minitubers (pence/tuber)	0	40	0	40	40
Minitubers FG3 (£/T)	0	13	0	11.75	8

## Planning & Forecasting

With variety group selection and cohorts, forecasting is tailored to help you save time and improve planning.

With past orders against 'year 2' expected requirements, plant-back adjustments and input seed requirement estimation, along with field generation area and mini tuber requirement projections, group grower analysis, and target hectare planting requirements.

All of this coupled with your previous season crop yield and performance intelligence. Right at your fingertips.

## Challenge 3

### Short load report at point of loading

This year just at the point of loading an order of 100t of Hermes seed, a JES supplier reported that their grower informed them that they were one load short, (of 4 required). This created a major difficulty, especially since this is an export order, where timing is essential. The problems that this created:

- A new supplier had to be sourced for load 4 (25t)
- All packaging had to be redistributed.
- New SASA labels ordered & inspection had to be arranged.
- New paperwork issued or altered - with authorities & customer.

Then another problem. The replacement load was rejected by SASA due to quality issues – again a vital consideration for export.

So, this whole process had to be repeated from the beginning.

This all resulted in significant increase in costs, inconvenience, lost time and customer frustration.

Shipping deadlines were missed for that week and resulted in a cancelled shipping container [£620].

Additional pro-forma invoice and cargo-x paperwork (£300) was required and crops re-processed & re-graded (£1100).

### Action

DIG has a suite of stock control features. These extend all the way to each of the growers that work and grow for the merchant.

DIG allows for a merchant to not only predict accurate stock positions, but also allows for orders to be allocated appropriately, based on the quality of the crops.

The DIG husbandry features help track and control quality – to ensure that crops of the correct quality and grade are allocated to the right market.

In addition, DIG allows for the automatic creation for ACID documentation, to speed up the process.

### Result

If these suppliers had been using DIG, then they would have a better understanding that the initial grower did not have the required tonnage.

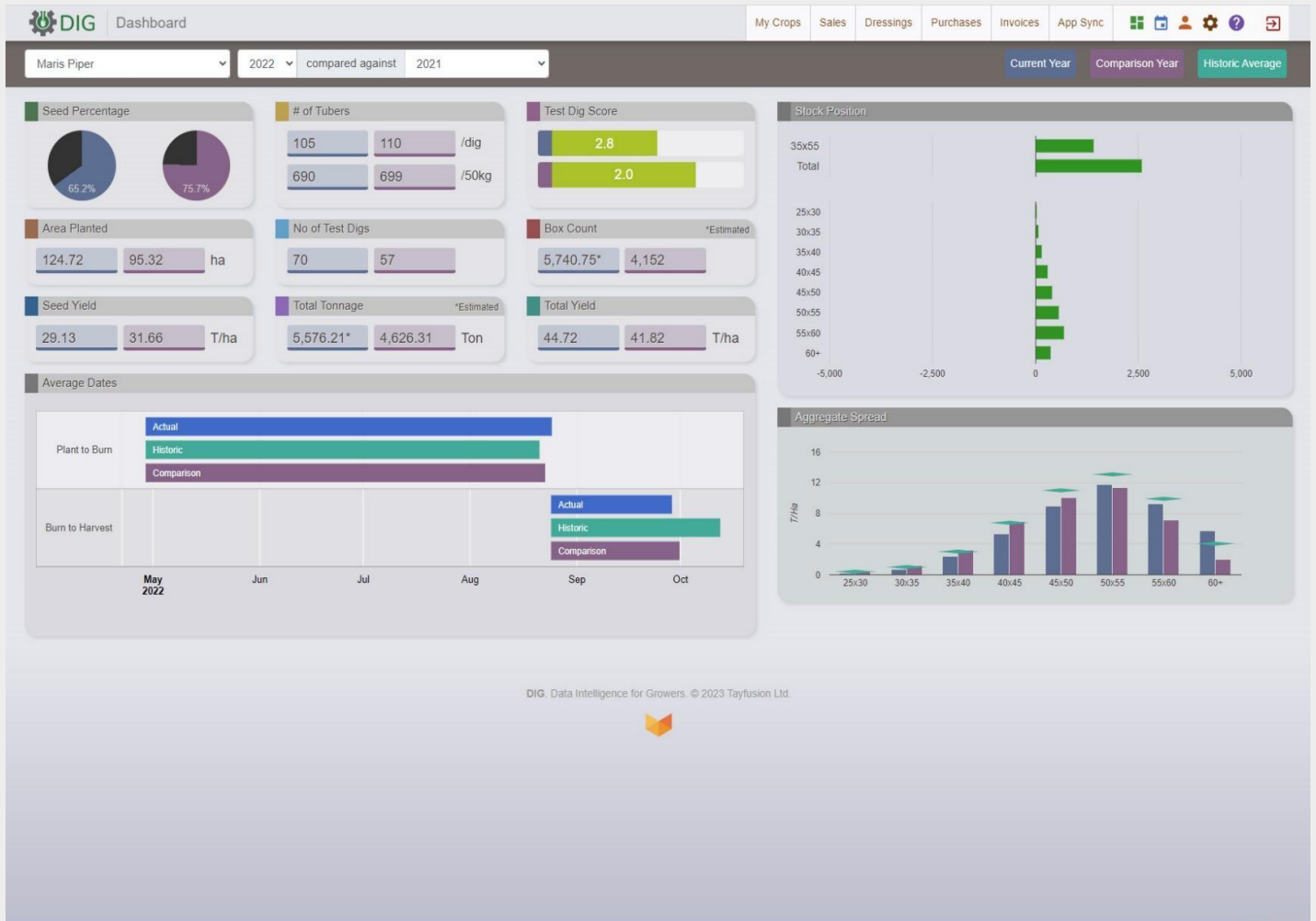
DIG would also inform them that the replacement crop was not of the correct quality for export to Egypt.

**The total unexpected actual costs for this were more than £2,000, not to mention loss of time and inconvenience to the merchant and ultimately a loss of confidence between the customer in Egypt.**

**Customer now has late delivery, which has knock-on effects: Cara 25t @ £120 = £3000 loss - variety costings in Egypt changed after initial expected delivery**

**Had this variety not been in demand, the sale of £15,000 could have been completely lost.**

**DIG would prevent this for the original supplier, as it does for JES controlled DIG crops, on a regular basis.**



## Crop Performance & Finance Dashboards

Monitor and compare crop performance, year on year, and see how your crops perform at variety level considering tuber counts, boxes and yields.

Know how your crops are doing, and see at an instant, variety trends and understand your yield and order requirements.

See how your grower selling price per tonne or hectare are comparing against your margin expectations.

Sales by sector or market, by month and by size.



## Challenge 4

### Staff spending too much valuable time on admin & invoicing.

Recording, creating, sending, chasing and keeping track of that process. All done manually.

### Action

Along with providing a sales platform, DIG enables quick and easy invoicing: created and sent at the click of a button. Self-billing and customer invoices are generated simultaneously. DIG also allows for multiple staged invoices. Export to the account package used is effortless.

### Result

Saving time. A scarce commodity in this industry. It no longer takes 15 minutes to create and send a single invoice to both the customer and grower, this is done at the click of a button.

Saving an estimated 5 hours per month plus additional time for follow up and reporting. Not to mention that the DIG platform also prevents invoices and self-billers from going astray.

**JES account manager estimates that this reduces admin time costs by £9,600 per year, or 40% of the employee's time, allowing them to be used to help in other areas to improve and save even more money for the business.**



## Challenge 5

### Field/Trade staff time on administrative process

Doing things manually or using spreadsheets is frustrating and cumbersome. Orders and purchases are being missed. If staff spend the bulk of their time on admin, they have no opportunity to work on other things, for instance, to help develop the business.

Ploughing through piles of documents (sales, purchases and invoices).

### Action

DIG introduced multiple innovations. Quick sales, purchase and pro-forma invoice creation.

Dressing and allocations, sales handling and invoicing.

These features have been designed to save considerable time.

DIG makes short work of Plant-back distribution planning, group pricing and forecasting.

Reporting, packaging tracking and customer/grower management are now a breeze.

Along with this, import and export considerations for crops, sales and invoices are strictly adhered to with auto creation of ACID files.

### Result

A massive time saving. A sale can now be agreed, created, allocated and accounted in a matter of minutes. This used to take more than an hour from start to finish.

DIG can facilitate for a load of potatoes to be ordered, allocated, delivered and invoiced without the need of speaking with the customer, grower, haulier or accounts.

**DIG has saved JES a day per week.**

**This season, it is estimated that Tim Fletcher's time was reduced by 15%, equating to £7500 saving to JES.**

Manage Sale - Agreed - DIGS-22-1

My Crops
Sales
Dressings
Purchases
Invoices
App Sync

Sale Settings
Files
Dressing Instructions
Invoices
Finance

Maris Piper 30.000t of 35x50mm (S) Sale Price: £220.00 for Mackay Potatoes

100%
Required: 30.000t
Dispatched: 35.000t (116.7%)

To be Allocated: -5t (-17%) To be Dispatched: 0t (0%) Show Crops

ID	Crop #	O?	Grower / Farm	Rate	G	FG	Area	B#	35x50	35x55	Orig T	Tot T	Allocated / Dispatched
299	PURCH-2	+D	AAA Grower - Dig Barns 30x45x50x60mm	0.0	S	0	0.000	27.50	20.170	27.500	27.500	27.500	100% / 18%
171	102308	+D	AAA Grower - Wood Farm	1.0	S	4	9.700	407.00	213.400	310.400	388.000	388.000	3% / 3%
5	108282	+D	Chic Smith & Sons - West Farm	3.0	SE	5	5.000	210.00	110.000	160.000	200.000	200.000	3% / 3%
212	102243	+D	Fill Potatoes - Barn Farm	1.5	S	4	8.000	324.00	166.000	246.000	320.000	310.000	3% / 3%
78	104099	+D	Lower Farms - Beach Farm	1.0	S	4	3.600	145.00	74.200	110.200	144.000	139.000	7% / 7%
128	102634	+D	McTavish Growers Ltd - Never Farm	1.0	S	4	6.100	256.00	134.200	195.200	244.000	244.000	3% / 3%

Order Dressings

Order Note:

Dress ID	Created	Crop	Grower / Farm	Size	Tonnes	Purch £	Sell £	SB P/pt	Dress By	Haul	Pack	Status	IV	Sent	Actions
Q_1_1	22nd Jul 22	102243	Fill Potatoes	35x50mm	10.000t	N/A	£245.00	220.00	31st Jul 22	JJ TRANSPORT	BAG 50KG - Chips	Invoiced	B	19th Feb 23	TD S# B W Edit
CR_1_1	7/09/22	102243	Invoice Credit	35x50mm	10.000t	N/A	£200.00	N/A	£-450.00		N/A				
Q_1_3	13th Aug 22	104099	Lower Farms	35x50mm	5.000t	N/A	£255.00	220.00	3rd Feb 23		BAG 1.1t - Chips	UP/Sent		1st Sep 24	TD S# B W Edit
Q_1_5	14th Aug 22	104099	Lower Farms	35x50mm	5.000t	N/A	£255.00	220.00	23rd Oct 22	Harry Trucks	BAG 50KG - Chips	Invoiced	B	14th Aug 22	TD S# B W Edit
Q_1_7	25th Aug 22	123456	AAA Grower	35x45x50mm	5.000t	250.00	£290.00	250.00	18th Feb 23	Harry Trucks	BAG 50KG - Chips	Dispatched		UNSENT	TD S# B W Edit
Q_1_11	3rd Sep 22	102308	AAA Grower	35x55mm	10.000t	N/A	£220.00	0.00	23rd Feb 23	Harry Trucks	BAG 50KG - Chips	UP/Sent		UNSENT	TD S# B W Edit

Dressing Review

Dressings #	Tonnage	Sent	Ready	Up/Sent	Invoiced	Paid
5	35 of 30.000t (117%)	3	0	1	2	0

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## Dressing Instruction and Sale Management

Easily create a sale and multiple dressings, quickly manage a dressing from contract all the way through to haulage and invoicing.

Quick duplication, management and sending of sales and delivery notices.  
 Management of allocated crops, sales premiums and docket recording.  
 Management of export settings, and creation of ACID documentation on-the-fly.

Manage your dressings perfectly, and in less time, using a platform expertly developed with seed and ware merchants over 3 years.

# DIG - Summary Savings

Saving	Capital	Info
Trader Time Saving	7500	15% @ £50,000
25t Seed Saved	7500	25t x £300
1x Opportunity Sales	2500	10t x £250 – non-seed sizes
1x Misplaced Allocations	2000	Non-suitable stocks (25t p/a)
<b>Total Savings</b>	<b>19,500</b>	<b>1 year payback</b>

## Monthly Costs

Type	Total	Monthly	Info
1 Admin Staff	9600	800	40% of £24k

Using this real-world example, for a 5-user licence, the merchant will find the system pays for itself in just over 1 year.





DIG

Store Plan: List View

My Crops

Sales

Dressings

Purchases

Invoices

App Sync

2022

Farm / Grower / Crop

Variety

Grower

Size (35x55)

Farm

FG

All

SW

Refine

N

Crop#

Variety / Grower / Farm

G

EG

CR

TR

HR

SR

P/B/H

S%

Area

BC #T

Orig T #T

35x55

Avail

Alc

Disp

IN?

TD?

S#

Argos

--102298Argos | AAA Grower | Mill Farm

S31.52.00.00.00P: Apr 16th (678)0.02.787.0094.45054.10783.432- -IN TD S#

--102298Argos | AAA Grower | Mill Farm

S32.00.00.00.00P: Apr 16th (678)0.02.7113.00108.00086.400108.000- -IN TD S#

5.4200202.45140.507191.43200

Desiree

--103456Desiree | AAA Grower | Good Farm

SE30.00.00.00.00H: Sep 10th (166)0.020.0777.00 +PB811.600587.421751.60015.00045.000- -IN TD S#

--123456Desiree | AAA Grower | Good Farm

SE30.00.00.00.00H: Feb 1st (-709)0.03.063.7561.75247.34760.970- -IN TD S#

PURCH-6Desiree | Fill Potatoes | N/A

S00.00.00.00.00P: ()0.00.0120.00120.000120.000- -IN TD S#

PURCH-8Desiree | Tuber Grow Ltd | N/A

W00.00.00.00.00P: ()0.00.020.0020.000020.000- -IN TD S#

23.0980.751013.352754.768952.571545

Estima

--102328Estima | AAA Grower | Inch Farm

SE52.50.00.00.00P: May 2nd (662)0.02.8117.00112.00089.600112.000- -IN TD S#

PURCH-3Estima | Lower Farms | Barn Farm

SE00.00.00.00.00P: ()0.00.050.0050.00050.000- -IN TD S#

--102409Estima | Lower Farms | Newfarm

SE61.00.00.00.00H: Aug 19th (188)0.01.551.00 +PB61.00042.50051.000- -IN TD S#

4.3218223182.121300

Harmony

--102315Harmony | AAA Grower | Dig Barns

S31.00.00.00.00P: Apr 22nd (672)0.01.048.0045.60036.02035.60010.000- -IN TD S#

--102316Harmony | AAA Grower | Dig Barns

SE41.50.00.00.00P: Apr 22nd (672)0.02.084.0080.00064.00080.000- -IN TD S#

--102297Harmony | AAA Grower | Large Farm

SE41.00.00.00.00P: Apr 16th (678)0.05.5231.00220.000176.000220.000- -IN TD S#

8.5363345.6276.02335.6010

Hermes

--102314Hermes | AAA Grower | Standing Farm

SE51.50.00.00.00P: Apr 21st (673)0.05.6224.00224.000169.200186.50037.500- -IN TD S#

--104112Hermes | Lower Farms | Newfarm

SE41.50.00.00.00H: Sep 30th (511)0.00.927.0036.00026.80021.00010.0005.000- -IN TD S#

PURCH-4Hermes | Thom Tattle and Sons | Pitt Farm

S00.00.00.00.00P: ()0.00.080.0080.000080.000- -IN TD S#

--101647Hermes | Thom Tattle and Sons | Pitt Farm

SE40.00.00.00.00H: Sep 22nd (519)0.01.042.0040.00032.00012.50027.500- -IN TD S#

PURCH-1Hermes | Tuber Grow Ltd | Findgore Farm

E00.00.00.00.00P: ()0.00.00.0025.00025.00025.000- -IN TD S#

25 17% Disp | 70t of 405t7.53734052553251070

## Complete Crop Management & Planning

Management of your growers and crops at your fingertips, from creation to field planning, store inventory management, inspections, test digging, out-grade result recording.

With multiple views, reminder flags and multiple filter and display settings, purchase and allocation tracking.

The DIG Field and Store Plans put you in touch with what you have, what you need and what is going on, right now.

## Common Objections

### **It's too expensive.**

Yes, there is a cost. DIG is an export planning and control system for your valuable commodities. It is designed to help you both save money and make more money. On time savings alone it will save you at least 30% of your staff costs. It will pay for itself after a maximum of two years.

The larger merchants will realise and save their outlay costs in the first year, if DIG prevents the loss of 1 sale of a single load in a year, DIG has saved you half its own cost. DIG will allow you to grow your business.

You'll spend more on office supplies every year than you will on DIG.

Imagine what DIG can do for you in year 3 and beyond? It's a WIN/WIN.

There are also grants available, we have sold DIG to a customer that had to pay nothing from their own pocket.

### **The monthly costs are too expensive.**

DIG is an organic system. It does not expire or become outdated. It moves with the times, and more fittingly with your growing business requirements. Because of the DIG pricing model, which we have formulated to be less than the competition, you will save money in the long run. After year 5 you will not pay another lump sum again to update it.

If DIG could save a single admin member of your staff 40% of their time in a month, leading to better productivity, less mistakes and more sales, would that be worth it to you? DIG costs £100 for this admin staff, or £5 per day.

You know what you pay your staff. How would you like to make your staff 40% more efficient every day for a fiver?

### **I don't need all the things it does.**

That's understandable. We have trade merchants using the system that do not need its full functionality. With DIG you are not paying for individual functions, you are paying for a platform that will save and make you money in a multitude of ways. All our customers use the system the way they need to, and every one of them brings new features and requirements with them.

You might not need test dig recording for example, but maybe in time we can convince you, showing you that DIG makes these things easy.

Moving forwards, we will be adding more and more features. Some of which you might value greatly. We will not ask you for more money for them.

Sales 2022

My Crops
Sales
Dressings
Purchases
Invoices
App Sync

2022
Customer / Order ID / Dress ID
Grower
Desiree
All Grades
Size
All Orders
Show by?
Any Country
Refine
Stock

Orders # 5
Total Sold 345t
Dress # 6
Dressed Tonnes 60t
To Dress 285.00t
Curr ExF SP 186
Dispatched Tonnes 15t
Invoiced Tonnes 15t
Dispatch Reduced 15t
Report

ID	By Date	Customer	Variety	G	S	Q	H	EP/T	Total	M%	N	Status	All % (Dr)	Disp %
10	18th Feb	-5 Lower Farm	Desiree	SE	35x55mm	25.000t	CFR	380.00	9500.00	51.2		Agreed	2 60%	40%
ID	By Date	Grower - Farm		Crop #	Tonnes	Haul		Status	SR	Drs Sent				
18	16th Feb 23	AAA Grower - Good Farm		D3545645	103456	5.000t	Harry Trucks	Created				No IV	Edit	
15	26th Feb 23	AAA Grower - Good Farm		D464	103456	10.000t	Harry Trucks	Invoiced		19th Feb 23			Edit	
9	26th Feb	3 Strath Growers	Desiree	SE	35x55mm	20.000t	DINC	245.00	4900.00	22.9		Agreed	1 25%	25%
ID	By Date	Grower - Farm		Crop #	Tonnes	Haul		Status	SR	Drs Sent				
14	26th Mar 23	AAA Grower - Good Farm		D4323	103456	5.000t	Harry Trucks	Invoiced		19th Feb 23			Edit	
2	15th Mar	20 Allan Balian Ltd	Desiree	SE	28x55mm	100.000t	DINC	200.00	20000.00			Agreed	1 20%	20%
ID	By Date	Grower - Farm		Crop #	Tonnes	Haul		Status	SR	Drs Sent				
10	15th Feb 23	AAA Grower - Good Farm		D13123	103456	20.000t	N/A	UPI/Sent				No IV	Edit	
3	15th Mar	20 Allan Balian Ltd	Desiree	SE	28x55mm	100.000t	DINC	300.00	30000.00	13.7		Not Sent	1 10%	10%
ID	By Date	Grower - Farm		Crop #	Tonnes	Haul		Status	SR	Drs Sent				
2	12th Jan 23	AAA Grower - Good Farm		D1234	103456	10.000t	N/A	UPI/Sent		12th Oct 24		No IV	Edit	
4	15th Mar	20 Allan Balian Ltd	Desiree	SE	28x55mm	100.000t	DINC	200.00	20000.00			Not Sent	1 10%	0%
ID	By Date	Grower - Farm		Crop #	Tonnes	Haul		Status	SR	Drs Sent				
4	28th Jan 23	AAA Grower - Good Farm		D44324	103456	10.000t	N/A	Sent				No IV	Edit	

Variety Stock Position

	25x30	30x35	35x40	40x45	45x50	50x55	55x60	60+	35x55	Total
Current Stock	52.256	28.615	58.471	149.020	305.804	256.751	91.209	16.706	754.768	958.832
Est Available	40.772	12.825	36.516	92.785	193.72	154.299	91.209	16.706	477.32	638.832

Orders # 5
Total Sold 345t
Dress # 6
Dressed Tonnes 60t
To Dress 285.00t
Curr ExF SP 186
Dispatched Tonnes 15t
Invoiced Tonnes 15t
Dispatch Reduced 15t
Report

## Sale & Dressing Management

Stay in touch with your orders, with a complete suite of sales and dressings planning functions. Know what you have allocated, sold and what you have available to sell now.

Create dressings in a few clicks, create and manage contracts, haulage notices and invoices with ease.

Perform reporting, stock reductions and exports to accounting simply.

Save time and realise more sales opportunities.

### **If I try it, will I get the support I need?**

Absolutely! We have a team of 4 developers, all can help and support you through any issue you have, or guidance you require. Especially early on, even though DIG has a full help system and complement of in-line help videos, it is a significant system, and we are always here to help if you need reminding of something.

### **It's too complicated...**

While we have made every effort to ensure the system is easy to use, we need to remember that your potato world is, and your requirements are, complicated.

We continue to do all we can to ensure that the system develops to be easier, and couple this with in-system help and video training resources, to assist you if you forget something.

With your monthly licence you are also provided full support. Our team is always happy to hear from you.

### **The timing is not great, I just don't have the time.**

We have worked with many growers and merchants now. We know how this works. We know when you are busy. It's never convenient to introduce a new system, especially at the wrong time of the year for you.

We understand.

As experts in delivering data management platforms and change planning we can assure you of a few things:

We will do the leg work, installing and setting up your system, importing your crops and customers, and we promise if you engage with the system during the season, we will transfer all your sales too.

We will provide unlimited support for your teams, to ensure they hit the ground running in days and not weeks.

We will ensure your sales and planning are not affected. We will make every commitment that you get the best out of DIG as early as possible.

We are always at the end of the phone.





Data Intelligence for Growers

If you would like to know more, secure a discovery meeting, or arrange a demonstration then please email or call us:

[www.digpotatoes.co.uk](http://www.digpotatoes.co.uk)

[info@digpotatoes.co.uk](mailto:info@digpotatoes.co.uk)

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