

## Ironbark Software helps Moonrocks grow

**14th January 2005, Brisbane:** World renowned rockmelon producer, Moonrocks has implemented the Ironbark Fresh Produce software solution. Moonrocks' crop, grown at their 800 acre Queensland farm, is distributed throughout Australia via supermarkets, independent retailers, processors and distribution groups. A large proportion is exported overseas.

Prior to the implementation of the Ironbark Fresh Produce solution, Moonrocks' legacy stand-alone systems were struggling to cope with the demands of their highly successful and growing business. The Ironbark system provides not only a completely integrated solution, but an innovative one which provides Moonrocks with an effective solution now and into the future.

Ironbark Fresh Produce offers a suite of integrated but activity specific modules to manage operations at every step of the fresh produce supply chain from the grower through packhouse, distribution, wholesale and retail to marketing and export. Moonrocks use Ironbark Fresh Produce to manage all of their financial and supply chain processes throughout their farm, packhouse, coolroom and marketing operations.

In the packhouse, a critical part of the Moonrocks' supply chain, Ironbark has introduced mobile computing technology using PDA's and barcode scanners to build up consignments by scanning out each pallet from the packhouse. Barcoding provides full traceability of the rockmelons at all stages through distribution which is key for quality control and an increasingly common requirement for suppliers to supermarket chains.

"Since implementing Ironbark, we have realized some major benefits. We have been able to streamline processes throughout the company, which has resulted in more effective operations at a significantly lower cost. Ironbark's experience at developing solutions for all stages of the fresh produce supply chain meant that they had a thorough understanding of our requirements from the beginning and developed a solution which completely meets our needs and desires"

commented David Moon, Managing Director, Moonrocks.

Ironbark's business management software solutions are developed in C#, the most current and future proof development language and part of the Microsoft .NET environment.

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For more information about Ironbark please visit [www.ironbark.com.au](http://www.ironbark.com.au) or phone 1800 649 524.

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**About Ironbark Software:**

Ironbark Software develops and supports customized business management software for high growth companies. We specialize in a number of different industries, including fresh produce (from growers, to pack houses), seafood, fuel distribution, manufacturing, timber, building and construction and medical services. Our specialist knowledge in our industries, combined with our commitment to R & D has led Ironbark Software to be the number one choice in business management systems for over 29 years.

*Ironbark is software to grow with...*

**About Moonrocks:**

Moonrocks is a wholly Australian owned and family run business. Originally a cotton growing farm, it consists of 800 acres located in the St George Irrigation Area in Queensland. Rockmelon production began in 1994 and is now the major farming activity. In 2003, Moonrocks were named Emerging Exporter of the Year.