



Fyffes Case Study



It was a great experience working with Ishango. What made it a success was the pure data science talent of the Ishango data scientists combined with the project management and guidance from the Ishango team

Claudio Finol

Chief Innovation Officer
Fyffes

The Client



Fyffes is one of the world's leading companies in the production and wholesale of fresh produce. With an infrastructure that reaches across the globe, Fyffes is involved in the production, procurement, shipping, ripening, distribution, and marketing of bananas, pineapples, and melons. Today, Fyffes is the largest importer of bananas in Europe and the no. 1 importer of offshore melons in North America.

Project Brief

To develop a python-based data model to estimate the size of pineapples from phone-generated imaging directly taken from the plants in the field and to apply this model to internally developed correlations to predict pictures from pineapples into sizes.

Project Outcome

The team used traditional and advanced methods, such as deep learning and transfer learning to identify and estimate the size of pineapples. Hundreds of pineapple images were annotated to train the deep-learning model, which achieved up to 90% accuracy. Reasons for the remaining errors as well as potential solutions were identified.