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Ocean Mist Farms:

## Accelerating New Product Development with Specright

### Challenge

Each year, Ocean Mist Farms, the largest grower of fresh artichokes in the United States, receives hundreds of requests for new products from their customers. However, these requests were difficult for the product development team to process, manage, and bring to market due to legacy processes and systems.

As a result, Laura Berlanga, Ocean Mist Farms’ Product Innovation and Research Manager, realized she spent more time looking for data instead of brainstorming new products. She had to hunt for critical product data stored in different systems, some of which she didn’t have access to, and confirm that the data she did have access to was up-to-date. One day, her daughter was watching her work at home and asked, “Why don’t you have an app for that?” It was a great question!

### Solution

After researching multiple of software solutions, Laura ultimately chose Specright because it not only met her current needs, but could expand into other areas such as quality and procurement that would set the company up for future success.

In Specright, Laura and Ocean Mist Farms found a platform they could use to centralize and digitize product development requests, track progress over time, perform break even analysis, and ultimately ship new products – faster and easier than before.

### Impact

Since implementing Specright, Ocean Mist Farms has decreased the time it takes to bring new products to market and enables them to track the ROI of new products.

Specright is now the single source of truth for product data, which has not only increased transparency across the organization, but has also improved the accuracy of Ocean Mist Farms’ data.



### What the Experts Say

“I no longer have to search for information and validate the source – I grab the information I need from Specright and move on with my project.”



**Laura Berlanga**  
Product Innovation & Research Manager,  
Ocean Mist Farms