

CA Storage Lead Research & Enrichment Prompt

TASK

Research fruit/produce companies for CA storage details, ethylene management systems, and key decision-makers. Create a formatted spreadsheet with personalized outreach emails.

OUTPUT FORMAT

Row 1: Group Headers (Merged Cells)

Cells	Group Name	Color
A1:D1	Name	Light Grey
E1:G1	Qualified Prospect	Yellow
H1:M1	Size	Blue
N1:O1	Detailed Notes	Green
P1:T1	Contact & Outreach	Orange

Row 2: Column Headers (A-T)

Col	Header	Group
A	Company	Name
B	Website	Name
C	Country	Name
D	State/Region	Name
E	Industry Type	Qualified Prospect
F	Product Type	Qualified Prospect
G	Ethylene Management	Qualified Prospect
H	Size (sq ft)	Size
I	No. of CA Rooms	Size
J	Bins Est	Size
K	Revenue (\$)	Size
L	Employee Size	Size
M	Total Acreage	Size
N	Method of Measuring	Detailed Notes
O	Notes	Detailed Notes
P	Employee 1 Name	Contact & Outreach
Q	Employee 1 Job Title	Contact & Outreach
R	Employee 1 Why	Contact & Outreach
S	Employee 1 Email	Contact & Outreach
T	Employee 1 Draft Email	Contact & Outreach

COLUMN-BY-COLUMN RESEARCH PROMPTS

Column A: Company

Base data - pull from lead lists, industry directories, or manual input.
This is the company name.

Column B: Website

Search for company website URL.
Search: "[Company Name]" official website
Return full URL (e.g., <https://www.stemilt.com/>)

Column C: Country

What country is this company headquartered in?

Search for: company address, headquarters location, "About Us" page, contact page.

Return country name only:

- USA
- Australia
- New Zealand
- South Africa
- UK
- Chile
- Argentina
- Canada
- Mexico

If unclear, return "Unknown"

Column D: State/Region

What state, province, or region is this company located in?

Search: "[Company Name]" location address headquarters

Return format: "City, State" or "Region, Country"
Examples: "Wenatchee, WA", "Chelan, WA", "Cape Town, Western Cape"

Column E: Industry Type

Classify this company's primary business using a detailed 3-word format separated by " / ".
Return ONE of these combinations:

- Grower / Packer / Shipper
- Grower / Packer / Marketer
- Grower / Packer / Processor
- Packer / Shipper / Marketer
- Cold Storage / Warehouse / Logistics

- Equipment / Supplier / Service
- Cooperative / Marketing / Sales
- Processor / Packer / Shipper
- Importer / Distributor / Wholesaler
- Other: [specify 3 words]

Base classification on what the company actually does with produce.

Column F: Product Type

Scan this company's website and identify what types of fruit/produce they specifically mention working with, storing, packing, or handling.

Return as comma-separated list:

- Apples, Pears, Cherries, Peaches, Nectarines, Apricots, Plums
- Stone Fruit (if not specific)
- Citrus (oranges, lemons, grapefruit, mandarins)
- Berries (strawberries, blueberries, raspberries)
- Grapes, Bananas, Kiwis, Avocados, Mangoes, Melons, Tomatoes
- Other: [specify]

If no specific fruits mentioned, return: "General produce" or "Not specified"

Column G: Ethylene Management

How does this company monitor, track, control, or manage ethylene in their storage facilities?

Search for:

ETHYLENE BLOCKING/REMOVAL:

- SmartFresh (1-MCP) - ethylene blocker applied to fruit
- Ethylene scrubbers - removes ethylene from room air
- Activated carbon filters - absorbs ethylene
- Potassium permanganate - oxidizes ethylene
- Catalytic converters - breaks down ethylene
- UV treatment - destroys ethylene molecules

ETHYLENE MONITORING:

- Ethylene sensors/detectors
- Gas chromatography
- Electrochemical sensors
- Real-time ethylene monitoring
- Handheld ethylene meters

INDIRECT ETHYLENE CONTROL:

- Low O2 storage (suppresses ethylene production)
- DCA/Dynamic Controlled Atmosphere
- SafePod technology
- High CO2 (slows ethylene effects)

Return detailed findings. Example:

"SmartFresh (1-MCP); Ethylene scrubbers; SafePod DCA; Low O2 suppresses ethylene; Computer monitoring"

If not confirmed: "Not specifically confirmed; Likely uses: [assumptions]"

Column H: Size (sq ft)

Search for the total facility size in square feet.

Search terms:

- "[Company Name]" square feet facility
- "[Company Name]" warehouse size
- "[Company Name]" storage capacity sq ft

Return:

- Number in square feet (e.g., "479,000")
- Convert if given in other units (1 acre = 43,560 sq ft)
- "Not confirmed" if not found

Column I: No. of CA Rooms

Search for confirmed number of CA/cold storage rooms.

Search terms:

- "[Company Name]" CA rooms
- "[Company Name]" controlled atmosphere storage
- "[Company Name]" storage rooms capacity

Look for:

- Specific counts (e.g., "120 CA rooms")
- Bin capacity (divide by ~400 bins per room)
- Pallet positions (divide by ~100 pallets per room)

Return: Number, range, or "Not confirmed"

Column J: Bins Est

Estimate bin capacity based on:

- Direct research (e.g., "46,000 bins" found on website)
- Calculation: No. of CA Rooms x 400 bins per room
- Calculation: Facility size / 100 sq ft per bin

Return: Number or estimate

Column K: Revenue (\$)

Search for annual revenue in USD.

Sources:

- Web search: "[Company Name]" revenue annual sales
- Enrichment tools: Apollo, ZoomInfo, Clearbit
- Industry publications, news articles

Return: Number (e.g., 630000000) or "-" if not found

Column L: Employee Size

Search for number of employees.

Sources:

- LinkedIn company page
- Web search: "[Company Name]" employees number
- Enrichment tools: Apollo, ZoomInfo

Return: Number or range (e.g., "1,250 (7,500 seasonal)")

Column M: Total Acreage

Search for farm/orchard acreage if applicable.

Search: "[Company Name]" acreage orchard farm acres

Return: Number (e.g., 10500) or "-" if not applicable

Column N: Method of Measuring

Research what CA storage technologies and monitoring systems this company uses.

Search for mentions of:

ATMOSPHERE CONTROL:

- O2/CO2 monitoring/sensors
- Nitrogen generators
- CO2 scrubbers
- Computer-controlled atmosphere monitoring

ETHYLENE MANAGEMENT:

- SmartFresh (1-MCP)
- Ethylene scrubbers
- DCA (Dynamic Controlled Atmosphere)
- SafePod technology

OTHER TECH:

- Temperature monitoring
- RFID tracking
- Automated Storage (AS/RS)
- WMS integration

Return semicolon-separated list. Example:

"O2/CO2 monitored; SmartFresh (1-MCP); Ethylene scrubbers; SafePod DCA; Computer monitoring"

If nothing specific found: "Standard CA (details not confirmed)"

Column O: Notes

Summarize ALL research findings in keyword style using semicolons.

Include:

- Storage type (CA storage, DCA, ULO, cold storage)
- Atmosphere specs (1-2% O2, <1% CO2)
- Temperature (32-36 F)
- Humidity (90-95%)
- Technologies (nitrogen generators, computer monitoring, ASRS)
- Facility details (multiple locations, expansions)
- Company facts (founded year, family-owned)
- Fruit types stored
- Capacity (boxes/year, bins)

Example:

"CA storage; DCA; 1-2% O2; 32-36 F; 95% humidity; Nitrogen generators; Computer monitoring; 20M boxes/year; Founded 1964; Family-owned"

Column P: Employee 1 Name

Find the BEST person to contact for selling CA room monitoring equipment.

Search priority:

TIER 1 - DIRECT DECISION MAKERS:

- Director of Operations
- Plant Manager / Facility Manager
- Director of R&D / Research Director
- Post-Harvest Manager
- CA Room Manager / Storage Manager
- Quality Assurance/Control Manager

TIER 2 - INFLUENCERS:

- Operations Manager
- Maintenance Manager
- Facilities Engineer
- Refrigeration Manager

TIER 3 - EXECUTIVE (use if Tier 1-2 not found):

- CEO / President / Owner
- General Manager
- COO / VP Operations

Search methods:

- LinkedIn: "[Company Name]" + [job title]
- Google: "[Person Name]" + "[Company Name]" + storage OR CA
- Company website: About/Team pages

Return: Full name (e.g., "Rob Blakey")

Column Q: Employee 1 Job Title

Return exact job title from LinkedIn or company website.

Example: "Director of Research & Development"

Column R: Employee 1 Why

Explain why this person is a good target for CA monitoring sales.

Include:

- Their involvement with CA storage/facilities
- Decision-making authority
- R&D/postharvest/quality background
- Mentions of ethylene/CA in their profile
- Industry speaking, publications, board roles

Example:

"Leads R&D team optimizing storage protocols; oversees CA storage and postharvest systems; speaks at industry events; former AgroFresh employee"

Column S: Employee 1 Email

Determine email format and generate contact email.

Research:

1. Search "[Company Name]" email format
2. Check website for public emails
3. Use Hunter.io or RocketReach

Common formats:

- firstname.lastname@domain.com
- firstnamelastname@domain.com
- firstname@domain.com
- flastname@domain.com

Return: Best guess email address

Column T: Employee 1 Draft Email

Write personalized cold email (max 100 words).

STRUCTURE:

1. PERSONALIZED OPENER (1-2 sentences)
 - Reference their talk, LinkedIn post, news article, career background
2. COMPANY-SPECIFIC DETAIL (1 sentence)
 - Mention CA room count, expansion, technology used
3. VALUE PROPOSITION (1-2 sentences)
 - How similar companies benefited (15% loss reduction, earlier detection)
4. SOFT CTA (1 sentence)
 - "Worth a quick call?", "15 minutes to see if there's a fit?"

TONE: Professional but conversational, not salesy

EXAMPLE:

"Hi Rob, I saw your talk on postharvest systems at Yakima Pom Club - impressive work. Given Stemilt's 120+ CA rooms and SafePod DCA investment, I'd love to show you how our ethylene monitoring helped similar Washington packers reduce losses by 15%. Worth a quick call this week?"

DO NOT:

- Use generic openers ("I hope this email finds you well")
- Write more than 100 words
- Sound like a template

MY PRODUCT/SERVICE DETAILS (FILL THIS IN)

Company Name: [Your company - e.g., PostHarvest Technologies]

Product/Service: [e.g., Atmos - real-time ethylene, temperature, humidity monitoring for CA rooms]

Key Differentiators:

- [e.g., Wireless install, no facility downtime]
- [e.g., Cloud dashboard with real-time alerts]
- [e.g., \$10/day/unit pricing]

ROI/Results:

- [e.g., Reduces fruit loss from 10-45% to under 2%]
- [e.g., Catches atmosphere issues 6+ hours earlier]
- [e.g., 15% reduction in storage losses]

Social Proof (companies you've helped):

- [e.g., Wonderful Citrus]
- [e.g., Stemilt]
- [e.g., Costa Group]
- [e.g., JBT Corporation]

Target Fruits: [e.g., Apples, pears, bananas, citrus, avocados, kiwis, stone fruit, melons, tomatoes]

Target Countries: [e.g., USA, Australia, New Zealand, South Africa, UK, Chile]

RESEARCH INSTRUCTIONS

1. For each company, search their website FIRST
2. Then search Google for news articles, industry publications
3. Check LinkedIn company page and employee profiles
4. Look for industry directory listings (US Apple Association, Washington Apple Commission, etc.)
5. If data not found, mark as "Not confirmed" rather than guessing

KEYWORDS TO SEARCH FOR

CA STORAGE INDICATORS:

- Controlled Atmosphere, CA storage, CA rooms
- Modified Atmosphere, MA storage, Ultra Low Oxygen, ULO
- Dynamic Controlled Atmosphere, DCA
- Cold storage, refrigerated warehouse, ripening rooms

ETHYLENE INDICATORS:

- Ethylene scrubber, ethylene management
- SmartFresh, 1-MCP, activated carbon
- Fruit respiration monitoring, SafePod, Storex

TECHNOLOGY INDICATORS:

- O₂/CO₂ sensors, atmosphere monitoring, nitrogen generators
- Computer-controlled storage, automated storage (AS/RS)
- RFID tracking, WMS integration