

FRESH NOTES

A TECHNICAL UPDATE PUBLISHED BY HORTGRO SCIENCE

Forelle Early Market Access (FEMA) Programme

This communication outlines the protocol that needs to be followed to make the FEMA programme a continued success.

Important Notes:

This is a commercial programme, and the Forelle Producers' Association (FPA) reserves the right to restrict volumes or participants.

Due to the preference of the UK market for soft pears, characteristics of FEMA Forelle should clearly be communicated to this market and fruit quality assessment and consumer feedback obtained.

Participants must supply the following information:

- Forelle volumes per market
- Vermont Beauty volumes per market

Identification of Early Orchards and Release Dates

To be of acceptable eating quality after only 4 to 6 weeks cold storage, fruit must be of the correct physiological maturity at harvest. The rate of change of different maturity parameters will be monitored by Hortec (Pty) Ltd and ExperiCo to rank Forelle orchards and determine those suitable for the FEMA programme:

- First samples must be submitted to Hortec **three** weeks prior to expected normal release date.
- If an orchard is selected for the programme, sampling must continue into the harvesting

window until the orchard is released for FEMA.

- The following parameters will be used to determine rate of change, with target values:
 - Flesh firmness (6.0 – 5.5 kg)
 - Skin ground colour (2.5 – 3.0)
 - Total soluble solids (TSS) (>14.0% Brix)
 - Taste for astringency.
 - Malic acid levels and rate of change of maturity will also be taken into account
 - A mixture of the above depending on the physiology of the fruit
- Fruit samples should contain 20 fruit, representative of the first through pick
- Fruit samples must be clearly marked: Farm, orchard, SF/FYS (1-MCP)
- Hortec will advise at the stage of optimum release whether the orchard being monitored is likely to qualify for the programme
- Orchards will be released when target values are achieved, and fruit are deemed acceptable for the FEMA programme
- Please contact the following Hortec representatives, depending on region:
 - **Langkloof:** External Laboratory: Langkloof Fruit Services Jan Hendrik Crous 071 202 9844
 - **Grabouw:** Albert de Vries (021 859 4242) email: albert@hortec.co.za
 - **Ceres:** Phillip Koegelenberg (079 959 0247) email : phillip@hortec.co.za

FRESH NOTES

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Clients should receive an SMS when FRL samples are completed. To view the results, go to <https://iwebtec.net/elgin/app/> or <https://iwebtec.net/ceres/app/> choose a lab, and enter the code received in the SMS.

1-Methylcyclopropene (1-MCP) Application

Fruit must be subjected to 1-Methylcyclopropene (1-MCP) - SmartFreshSM or FYSIUM[®] - within 7 days of harvest. Without 1-MCP fruit will become mealy unless cold stored for a minimum of 12 weeks.

- Contact Jade Lamberts (065 930 1641) of ExperiCo to book SmartFreshSM application service.
- Contact ExperiCo Call Centre on (087 095 1684) to schedule and conduct SmartFreshSM application.
- Contact Hein Stofberg (0721856414) or Morne Bester (0794403812) of Chempac to book a FYSIUM[®] application.
- SmartFreshSM or FYSIUM[®] will be applied to fruit in bins in an airtight room or shipping container, and charged by AgroFresh (SmartFreshSM) or Chempac (FYSIUM[®]) on a *pro rata* basis. Samples of control fruit and SmartFreshSM / FYSIUM[®] fruit will be taken randomly from room applications and assessed for SmartFreshSM / FYSIUM[®] efficacy by ExperiCo (SmartFreshSM) and FYSIUM[®] (Chempac)

Dispensation

Once participants have committed their volumes, Hortgro will make one application for dispensation to DALRRD for the total volume for export, and one for the local market if required (participants should please indicate this). Participants must provide PPECB with a SmartFreshSM or FYSIUM[®] treatment certificate upon inspection. Keep the certificate at the loading point for after-hours loading. PPECB further requires that the consignment note is clearly endorsed as “SmartFreshSM” or “FYSIUM[®]” and that a ‘Crisp and Sweet’ sticker is placed on all four sides of the pallet. Minimum dimensions are 100 x 50 mm, and the stickers can be any colour.

It is important to note that the word SmartFreshSM or FYSIUM[®] should NOT appear anywhere on the pallet.

Marketing Requirements and Labeling of fruit and bags:

Forelle subjected to 1-MCP will remain crisp to prevent the development of mealiness. It is important that consumers are aware that the fruit will not ripen to a soft, buttery and juicy stage. For this reason, the following applies:

- Consumer markets that prefer a softer, juicier eating fruit should be pre-warned or avoided.
- PLU's are not compulsory, but all are free to still use the “Crisp & Sweet” PLU. This is particularly true in the UK where all loose-packed fruit would benefit from stickers.
- ALL bags, punnets must be labelled with the “Crisp and Sweet” sticker/label (same as previous years). FEMA fruit that is shipped

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loose and repacked abroad into bags or punnets also needs to be labelled. Labels must be sent with this fruit and applied once repacked.

- ALL Forelle cartons must be labelled with a “Crisp & Sweet” sticker/label on the **business end** (the “bag label” can be used for this). PLU stickers cannot be used for this.
- Bag/punnet/business end labels can be obtained from the printer of choice as long as they conform to the prescribed artwork.

Summary

FORELLE:

- PLU's: NOT required but recommended
- Box end label: Required (round “bag/punnet” label)
- Pallet sticker: Required

VERMONT BEAUTY:

- PLU's: “Forelle” PLU's NOT allowed, “Crisp & Sweet” / “Crispy & Sweet” / “Crunchy & Sweet” allowed
- Box end label: NOT required but “bag/punnet” label **without** the word ‘Forelle’ recommended (thus ONLY “Crisp & Sweet” / “Crispy & Sweet” / “Crunchy & Sweet”)
- Pallet sticker: Required
- **FEMA Forelle & Vermont Beauty** must be captured, labelled and tagged in the producer/packhouse/exporter IT system as **FRC & VBC**, respectively. It must be identifiable from normal Forelle as well as

standard SmartFreshSM or FYSIUM[®] treated Forelle not part of FEMA.

Extract from PPECB memo:

- During inspection PPECB shall verify the presented SmartFreshSM or FYSIUM[®] treatment certificate given by producers and pack houses.
- The SmartFreshSM or FYSIUM[®] treatment certificate must at all times be kept in the route file at the inspection point.
- Inspectors shall indicate the following codes on the consignment notes should the producer and pack house participate in the **FEMA programme: FRC - Forelle (FEMA) and VBC - Vermont Beauty (FEMA)**. Normal protocol Forelle treated with SmartFreshSM or FYSIUM[®] and stored for the 8 weeks local protocol must be captured as **FRL - Forelle** and **VBT - Vermont Beauty**.
- The codes FRC and VBC must be captured on NAV, which will then differentiate between the normal Forelle, Vermont Beauty and the FEMA programme.
- When clients submit addendums, these codes must be specified as well.

Dispensations/Deviations from the generic labels were approved previously. As long as there's “Crunchy/Crispy/Crisp” & (Preferably) “Sweet” on the label it will most likely be acceptable. Contact Jacques du Preez in this regard.

FRESH NOTES

A TECHNICAL UPDATE PUBLISHED BY HORTGRO SCIENCE

Further detail regarding Forelle Early Market

Access Programme 2024

See below for contact details for all the people involved in the steps below.

Next steps:

1. Contact Hortec representative in your region to arrange orchard evaluation and release
2. Send estimated LOCAL MARKET Forelle & Vermont Beauty volumes in to suzette@hortgro.co.za by Thursday, 1 February. This is required for the arrangement with PPECB on your behalf.
 - Forelle cartons (12.5kg) =
 - Vermont Beauty cartons (12.5kg) =
3. Arrange SmartFreshSM application with ExperiCo Call Centre (087 095 1684) or Jade Lamberts (0659301641) of ExperiCo.
4. Arrange FYSIUM[®] application with Hein Stofberg (0721856414) or Morne Bester (0794403812) of Chempac.
5. Order labels for cartons and bags.

Client Feedback

ExperiCo is available to advise on treatment efficacy and ripening potential of fruit samples if required, and will:

- Provide timeous feedback of the above information to the participants as required
- Assess samples for fruit quality and consumer acceptance in new markets
- Contact person: Dr Ian Crouch (ian@experico.co.za, Cell: 0828060442)

Participant Feedback

All participants must make a commitment to provide any market feedback, negative or positive, following the continued rollout of this programme. This will enable us to crosscheck any comments with specific orchard data and improve on the programme in 2024 and onwards.

Fees

Producers participating in this programme must budget for the following costs:

- Maturity samples sent to Hortec will be charged at their standard rates
- A levy of 10c per 12.5kg carton will be invoiced by Hortgro to cover monitoring costs, offshore examinations and further research in improving the programme. The organisation that receives the allocation is responsible for paying the levy.

ExperiCo Disclaimer

ExperiCo will endeavour to make this programme a success, but cannot be held responsible for any claims or negative market sentiments:

Chempac Disclaimer

Chempac will endeavour to make this programme a success, but cannot be held responsible for any claims or negative market sentiments:

KNOW and MANAGE the RISK!

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