

Forelle Early Market Access (FEMA) Programme

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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.

The normal Hortec maturity protocol for dispensations must be followed.

Participants must supply the following information:

- Forelle (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 harvest date
- If an orchard is selected for the programme, sampling must continue into the harvesting window until the orchard is released
- 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
- Hortec will advise at the stage of optimum release whether the orchard being monitored qualifies for the programme
- Orchards will be released when target values are achieved and fruit are deemed acceptable for the FEMA programme
- When release dates are given, the orchard name will include "SF"
- Please contact the following Hortec representatives, depending on region:
 - **Langkloof:** Rochelle Koelman: (042 273 2053) email: RochelleK@dutoit.com
 - **Grabouw:** John Stone: (021 859 4242) email: john@hortec.co.za
 - **Ceres:** Peter de Vries (023 316 1530) email: peter@hortec.co.za

Clients should receive an SMS when FRL samples are completed. To view the results, go to <http://hortec.co.za/fruitqualityportal.html>, choose a lab, and enter the code received in the SMS.



SmartFreshSM Application

Fruit must be subjected to SmartFreshSM within 7 days of harvest. Without SmartFreshSM, fruit will become mealy unless cold stored for a minimum of 12 weeks.

- Contact Peter Wood (0824632036) of AgroFresh to order application service
- Contact Hannes Snijman (0837096464) of ExperiCo to arrange application.
- SmartFreshSM will be applied to fruit in bins in an airtight room or shipping container and charged by AgroFresh on a *pro rata* basis.
- Samples of control fruit and SmartFreshSM fruit will be taken randomly from room applications and assessed for SmartFreshSM efficacy by ExperiCo.

Required Samples

One box of packed fruit will be required per orchard, **to be sourced by packer** for monitoring purposes by ExperiCo. These cartons must be labelled with the following information: Farm, Orchard, Date, Pack house, Exporter, Destination market, Marketing agent, Fruit grade (Forelle, Vermont Beauty)

Samples will be used for:

- Maturity assessment (pre-export risk monitoring)
- Astringency assessment (pre-export risk monitoring)
- Fruit quality assessment after 4-6 weeks cold storage (including mealiness and astringency).

Dispensation

Once participants have committed their volumes, Hortgro will make one application for dispensation to DAFF 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 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” and that a **‘Crisp and Sweet’ sticker is placed on the pallet.**

Marketing Requirements and Labeling of fruit and bags:

Forelle subjected to SmartFreshSM should 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 anymore, 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 loose and repacked abroad also needs to be labelled. Labels must be sent with this fruit and applied once repacked.
- ALL Cartons must be labelled with a “Crisp & Sweet” sticker/label on the **business end** (the “bag label” can 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.
- 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 treated Forelle not part of FEMA.

Extract from PPECB memo:

- During inspection PPECB shall verify the presented SmartFresh treatment certificate given by producers and pack houses.
- The SmartFresh 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)**. The normal SmartFresh fruit must also be captured under **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 in this regard.

Further detail regarding Forelle Early Market Access Programme 2016

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 **Friday 29 Jan.** This is required for the dispensation application on your behalf.

- Forelle cartons (12.5kg) =
 - Vermont Beauty cartons (12.5kg) =
3. Arrange SmartFreshSM application with Peter Wood of AgroFresh (082 4632 036) or Hannes Snijman from ExperiCo (083 7096 464)
 4. Order labels for cartons and bags.

Client Feedback

ExperiCo is again committed to being actively involved in selection and release of orchards, and will give:

- Timeous feedback of the above information to the participants as required
- Assessment of 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 2017 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 ±50c 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.



Disclaimer

ExperiCo 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!

WHILE EVERY ENDEAVOUR HAS BEEN MADE TO PRESENT ACCURATE INFORMATION, EXPERICO WAIVES RESPONSIBILITY FOR USE OF INFORMATION CONTAINED HEREIN

