

Forelle Early Market Access (FEMA) Programme

Dr Ian Crouch, Jacques du Preez and Richard Hurndall

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
- 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
- When release dates are given, the orchard name will include "SF"

- Please contact the following Hortec representatives, depending on region:
 - **Langkloof:** Rochelle Koelman: (042 273 053) 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.

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 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 should NOT appear anywhere on the pallet.

Marketing Requirements and Labeling of fruit and bags:

Forelle subjected to SmartFreshSM 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 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 treated Forelle not part of FEMA.

Extract from PPECB memo:

- During inspection PPECB shall verify the presented SmartFreshSM treatment certificate given by producers and pack houses.
- The SmartFreshSM 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 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 in this regard.

Further detail regarding Forelle Early Market Access Programme 2017

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 26 January**. 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 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 2018 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.

ExperiCo 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!

Hortgro Disclaimer

This document is issued by HORTGRO (Pty) Ltd (Reg no. 2005/010343/07). Whilst all care has been taken in the provision of the information in this document, this information is provided without liability to us, our affiliates or any officers or employees of ours. The information expressed in this document is done in good faith and is not intended to constitute any form of advice, including but not limited to horticultural practices, such as the administration, management, production and export of products. Some of the information may have been provided or sourced from third parties and we do not in any way guarantee its accuracy or correctness. At all times we will endeavor to ensure that information obtained from any third party is accurate and reliable. HORTGRO and its affiliates disclaims and assumes no liability for any loss or damage (direct, indirect or consequential) that may be suffered from using or relying on the information contained herein. Investment in agriculture and research may cause exposure to certain risks, including market risk, and financial losses, therefore it may not be suitable for all clients. Please contact a technical advisor for a personal analysis prior to making any orchard practice decisions. HORTGRO and its affiliates disclaims and assumes no liability for any loss or damage (direct, indirect or consequential) that may be suffered from using or relying on the information contained herein without seeking professional advice.

