

# Berry Profitability

## ! Problem

### Berries Early to Market

## ✓ Solution

The most profitable crops are those that can be harvested early in the season when demand is high and supply is limited.

The Early To Market Program helps growers produce grape yield and quality early in the season when it is a challenge.

## 🌱 Products

### Shape / Size / Sugar

#### Rhino HighTech

Promotes cell division for better fruit formation & higher quality.

#### Batallón

Increases fruit size and yield for earlier harvestable yield.

#### Bombardier Sugar

Promotes fruit sugar (brix) when sugar intensity is required in earlier harvest.

### Maintaining Berry Quality

One of the largest constraints in strawberry and blueberry production is maintaining high fruit quality over the harvest period.

Our program maximises high pack out grade fruit all season with variable weather. Our program results in high pack out grade of fruit even while adverse weather conditions are prevailing.

### Shape / Size / Sugar

#### Rhino HighTech

Avoids fruit deformation which is common under adverse conditions.

#### Batallón

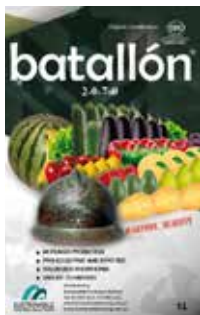
Increases fruit size and yield by converting poor soils to active soils at critical times, maximising plant available NPK.

#### Bombardier Sugar

Promotes fruit sugar (brix)

Increases the synthesis of sucrose  
Homogeneous ripening

Shape + Size + Sugar = Earlier Harvest



**The combination of improving shape and increasing size earlier while maintaining or improving brix results in earlier harvest.**



**These berries are the best I have ever tasted - selling like hotcakes!**

**Harvested 10 days early!**

**50% increase compared with previous year!**





**Control**

**Treated**

### Berries Early to Market

1st pick - 140% yield increase

### Maintaining Berry Quality

Higher brix

### Yield

Results: 30% yield increase



**Control**

**Treated**

### Berries Early to Market

1st two picks - 112% yield increase

### Maintaining Berry Quality

Brix maintained with higher yield.  
Note trial on worst block.

### Yield

Results: 48% yield increase



Bundaberg 2019



### Berries Early to Market

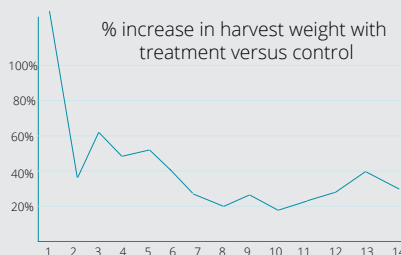
Harvested 10 days early than control

### Maintaining Berry Quality

95% 1st grade; control 60% 1st grade

### Yield

30% increase -excluding 1st pick where only treated harvested



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### Customers:

*These berries are the best I have ever tasted - selling like hotcakes!*

### Grower:

*We've achieved a 50% increase in tonnage on the previous year which was remarkable.*

*We've seen how the Kimitec product treatments revived the strawberries after significant crop stress.*

*We've profited from being able to get to market early with a very sweet, quality product.*

*We are delighted with the results and will continue to use it again next season.*