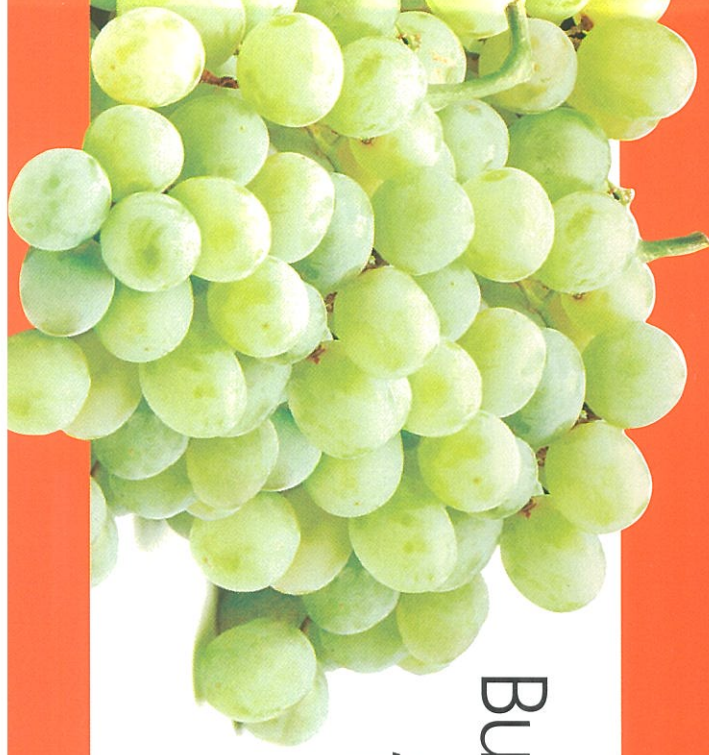




Buying early season table grapes?



Questions?

The 'seal' sticker has a diagonal line marked through it. What does that mean?

These boxes have been striked because the independent testing has determined the grapes do not meet the appropriate standard.

Are boxes of GrapeConnect products available from other wholesalers? Is this product taste assured?

GrapeConnect growers may choose to market their fruit through wholesalers that are not partners to the pilot standard program. Product purchased from other wholesalers is not independently tested and is not part of the program.

Why do some grapes have a black and white 'seal' sticker?

- A black and white 'seal' sticker may be seen on boxes of:
- (a) white seedless grapes at wholesale stands that are not part of the pilot program
 - (b) other varieties of grapes at any wholesale stand.

The rule of thumb is that if it is not a coloured logo, it is not part of the testing program and is not taste assured.

The black and white 'seal' sticker does however indicate that the product is sourced from a GrapeConnect grower who is committed to delivering quality early season table grapes.

Will other varieties of table grapes be included in the program next season?

Market research continues this season to determine whether a minimum maturity standard for other table grape varieties can be introduced. Retailers will be informed in 2005 of the outcome of this research and plans for GrapeConnect standards next season.



GrapeConnect is an initiative of Growcom

More information or feedback

1300 367 911

Buying early season table grapes?

If you are buying fresh grapes in mid-spring through to early summer then you are buying early season table grapes from Queensland, the sunshine state. Table grapes are grown from north Queensland to the south-west of the state. Production regions include Charters Towers, Emerald, Mundubbera and St. George. Varieties harvested include Menindee Seedless and Superior Seedless, Flame Seedless, Red Globe, Crimson Seedless, Cardinals and Muscats.

Table grapes are an exceptional fruit due to their convenience and health benefits. However, grapes are a fruit that don't ripen once they have been picked and consignments of sour grapes are often marketed. This is a problem because taste is something your customers cannot usually judge when purchasing fruit. If, after purchase, customers are unhappy with the way their fruit tasted, there are negative effects on future sales of that fruit and future visits to your store.

Want to ensure your customers don't get sour grapes?

GrapeConnect growers recognise this problem and have developed a program to reduce the amount of sour grapes that reach the end customer. The key factor in ensuring immature grapes are not marketed is recognising that ripening involves changes in both the sugar content and the acid content in the fruit. Traditionally, grape growers have only monitored sugar levels prior to harvest.

2004-05 GrapeConnect Pilot Standard

The program for this season involves only white seedless table grapes. GrapeConnect growers test their grapes for sugar content and acid content on-farm to make sure they meet a minimum level of acceptable maturity prior to harvest.

GrapeConnect additionally funds independent testing in the production regions and in the central markets to verify these test results.

To ensure your customer doesn't get sour grapes, purchase boxes of grapes that are part of the GrapeConnect Pilot Standard.

Boxes of fruit involved in the program are identified with a red and green 'seal' (*right*). This 'seal' is a sticker located on the box end.

The 'seal' indicates the grapes have been tested on-farm and in-market and have an appropriate combination of sugar and acid content to prevent consumer dissatisfaction.



Where can you purchase taste assured GrapeConnect white seedless grapes?

GrapeConnect 'taste assured' grapes are available in the Brisbane, Sydney and Melbourne central markets through the following GrapeConnect Wholesale Partners:

Brisbane	Sydney	Melbourne
Perfection Fresh	A H Fruit Supply	Golden Fruit Supply
Quality Fruits	Aussie Fresh Produce	Perfection Fresh
R W Pascoe	Col Johnson & Co	T C Produce
United Lettuce	Fresh Produce Group of Australia	