

Premium Queen Garnet Quality Assurance Provided by Delytics



Nutrafruit Pty Ltd has adopted the crop quality assurance system provided by Delytics to ensure a consistent premium quality for their high value Queen Garnet nutraceutical products and fresh fruit.

In 2015, Nutrafruit successfully used the Delytics® crop quality system for a full season on an 80,000-tree Queensland orchard to verify the harvest criteria of the Queen Garnet fruit and determine the best time to pick.

specifications for properties such as colour, firmness, taste and size. It also enables primary sector businesses to make quicker and more accurate harvest decisions by transforming large volumes of data into easily interpreted reports that clearly show current and future crop status.



One of Nutrafruit's value-added nutraceutical products.

The information provided by the system gave Nutrafruit a valuable insight into how the Queen Garnet fruit develops on the tree. The Brisbane-based company is now using this data to help ensure consistent quality across multiple growers and locations, and to protect the premium position of their brand.

“...we want our growers – whether they are in Australia, Spain or the USA – collecting and putting data into the Delytics® crop quality system ...to determine the best time to pick to get the best possible quality.”

Using the Delytics system will help Nutrafruit's licensed orchards meet the strict quality standards, which growers have to meet to market their fruit as Queen Garnet.

objective data provided by Delytics. The data has also been really useful for our marketers, packers and retailers. For instance, knowing what sort of volume is coming and roughly the profile of the fruit in terms of its relative hardness and the size can give our packers a gauge for what sort of packaging they need.”

Hugh says, “Going forward we want our growers – whether they are in Australia, Spain or the USA – collecting and putting data into the Delytics® crop quality system and then using that data to monitor the development of their fruit on the tree to determine the best time to pick to get the best possible quality.”

“We want our consumers to be confident that when they buy a Queen Garnet they will get a good eating experience every time, no matter where it is grown.”

The Delytics® Crop Quality Advisor is one of the key crop quality assurance tools employed by Nutrafruit. This easy-to-use web-based system helps growers identify when their crops will meet the ideal harvest



Queen Garnets regularly command a retail price premium over other red-fleshed plums.

Having our growers using the Delytics system will help us understand what's happening in each of those orchards, and ultimately ensure that the fruit we get meets our quality standards for both our fresh and processed products. We want our consumers to be confident that when they buy a Queen Garnet they will get a good eating experience every time, no matter where it is grown."

Queen Garnet was specifically bred by the Queensland Department of Agriculture and Fisheries for its good eating quality and high levels of anthocyanin antioxidants. The Department owns the PVR and Nutrafruit holds the global license to commercialise the variety. The well-documented health benefits of anthocyanins is driving high consumer demand for fresh Queen Garnets, which regularly command a retail price premium over other red-fleshed plums.

"I absolutely recommend Delytics. Queen Garnet has proven that consumers will pay a good price for quality and the Delytics system is helping us ensure they consistently get that quality."

Delytics has helped Nutrafruit identify what needs to be measured on the orchard and the most efficient way to do that.

Hugh says, "Our ultimate goal is to provide consumers with products that deliver a known dose of anthocyanins.



Nutrafruit Director, Hugh Macintosh (right), with Delytics Managing Director, Mark Loeffen.

We know how to produce anthocyanins in the orchard and we are currently working with Delytics to determine the measurement technology needed to allow us to verify the levels of anthocyanins in our fresh fruit and value-added processed products so we can transfer that information to our consumers."

Hugh says, "I absolutely recommend Delytics. Queen Garnet has proven that consumers will pay a good price for quality and the Delytics system is helping us ensure they consistently get that quality."

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For more information please contact

Mark Loeffen *B.E.Elec(Hons)*
Managing Director

T +64 7 857 0854
F +64 7 857 0501
M +64 27 294 2217
E mark.loeffen@delytics.com

Waikato Innovation Park
Melody Lane
Hamilton 3216
PO Box 9466
Waikato Mail Centre
Hamilton 3240
New Zealand

www.delytics.com