

# Berry sampling improves the value of your business



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# Berry Sampling Improves Value

By adding quality assurance

By training staff

By using technology

# Quality Assurance

## Processing:

- Determine best harvest dates for different cultivars
- Schedule harvester based on average berry chemistry
- Allows to develop different wine-styles



# Quality Assurance

## Fresh-Market:

- Determine ripe vs. un-ripe fruit
- Allows to meet standard Brix levels in clamshells for whole-sale
- Allows to train crew and/or customer



# Training

## Processing:

- Vineyard manager and/or Winemaker learn how to assess basic berry chemistry
- Learn how harvest timing will affect wine-making



# Training

## Fresh-Market:

- U-Pick customers can be trained to identify ripe vs. non-ripe grapes in critical cultivars
- Crew can be trained to pick ripe grapes for whole-sale



# Technology

## Technology

- Handheld devices can be used to assess sugar levels
- Basic Laboratory devices (ph-Meter, scales, chemicals) can be used to assess pH and TA



# Technology

## Testing-Services

- Testing Services can be used to assess more chemistry parameters





# What does that mean for your business?

- Quality assurance leads to more competitiveness on the market
- Quality assurance may lead to more customers
- Quality assurance may improve revenue long-term

# What does that mean the industry?

Quality assurance, consumer and staff training as well as the use of technology can long-term lead to

- Growth of a business
- Good reputation of business
- Overall stronger industry

<https://grapes.ces.ncsu.edu/>

<https://smallfruits.org/>

<https://content.ces.ncsu.edu/muscadine-grape-production-guide>



# Thank You

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