Berry sampling improves the value of your business

Mark Hoffmann, Small Fruits Extension Specialist
NC State University
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
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
Handheld devices can be used to assess sugar levels

Basic Laboratory devices (pH-Meter, scales, chemicals) can be used to assess pH and TA
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
mark.hoffmann@ncsu.edu