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Perceived Quality vs Actual Quality

1. How do we overcome this Perceived Quality vs Reality
2. How do we maximise impact

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Perceived Quality

Problem statement – How do we assess quality without colour of arrival, market pressure, account sales or market preferences?

Current issue

- Each exporter and grower-exporter defines quality of arrival differently
- Each receiver interprets Quality different

Key tensions

- Payout per week often takes priority over QC defects
- 12° Brix Early White Seedless with high payout raises questions for new early variety trademarks and their long term sustainability.
- Price driven success does not support long term industry resilience

Industry Risk

- Other countries are investing in earlier and later varieties, those supply windows will fill over time
- Supply and Demand: Price is higher than some quality should allow

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Method of Extraction

1 — Collect

Gather quality reports from exporters and upload them into the system

2 — Review

Check each container's cartons for reported defects as received

3 — Flag Green

Allocate a Green status to every box with no defects

4 — Classify

Categorise each remark Minor or Major by defect thresholds

5 — Extrapolate

Extrapolate the sample results to all boxes in the container

Green — No defects

Minor — Within thresholds

Major — Exceeds thresholds

Based on statistics only — RED does NOT mean a cost implication

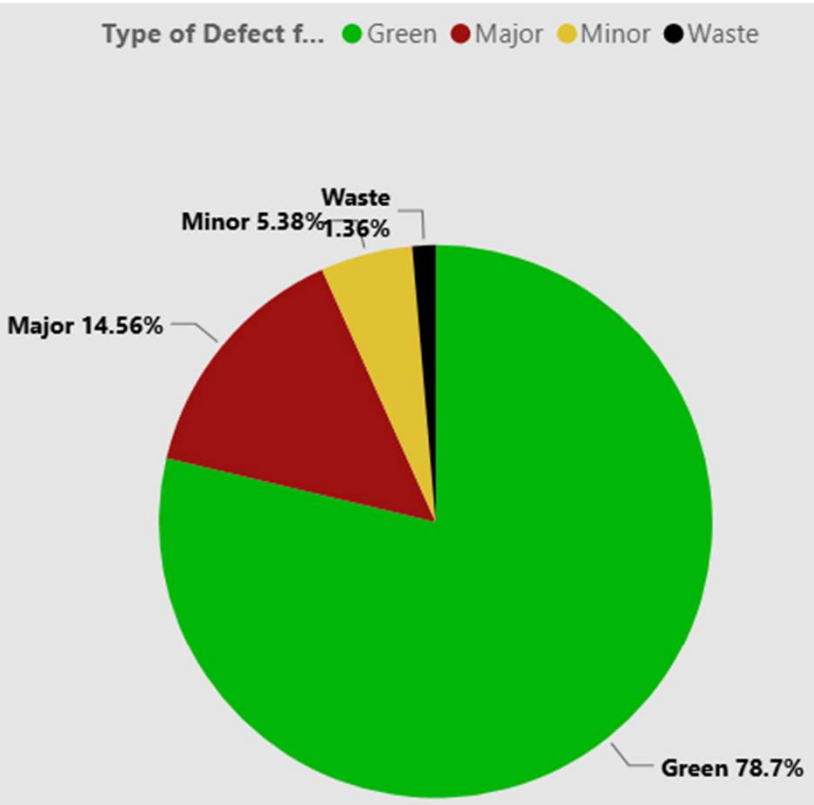
Limitations & Challenges

- Represents only what was packed into a carton
- Only representative of QCs received (assume unreceived QCs were of better quality)
- Time consuming to compile
- Exporter compliance with collection of QCs
- Different QC formats across parties
- Qualification of personnel

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All Varieties in All Growing regions

Defects by Type



4,7 Million Eqv Cartons

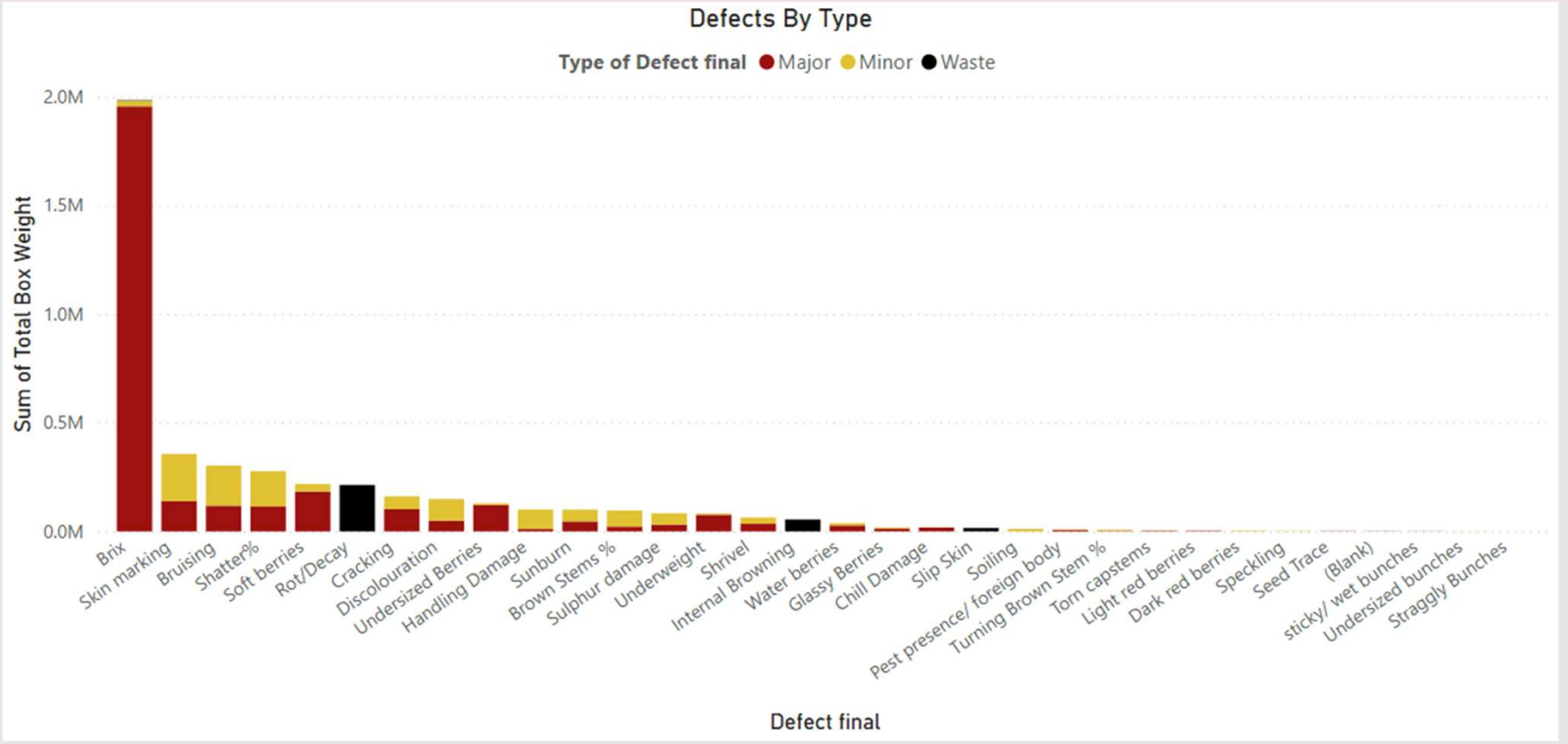
Defect Details

Type of Defect	Defect final	Total Box Weight	%
Green		16,642,234.58	78.70%
Major	Brix	1,955,778.90	9.25%
Minor	Skin marking	216,941.34	1.03%
Waste	Rot/Decay	213,454.10	1.01%
Minor	Bruising	184,081.80	0.87%
Major	Soft berries	183,678.70	0.87%
Minor	Shatter%	162,939.58	0.77%
Major	Skin marking	139,164.50	0.66%
Major	Undersized Berries	121,376.90	0.57%
Major	Bruising	117,983.70	0.56%
Major	Shatter%	113,939.40	0.54%
Major	Cracking	101,893.80	0.48%
Minor	Discolouration	98,902.20	0.47%
Minor	Handling Damage	89,989.40	0.43%
Major	Underweight	75,994.50	0.36%
Minor	Brown Stems %	73,974.30	0.35%
Minor	Cracking	59,105.60	0.28%
Waste	Internal Browning	54,854.00	0.26%
Minor	Sunburn	54,444.20	0.26%
Minor	Sulphur damage	52,129.80	0.25%
Major	Discolouration	49,712.20	0.24%
Major	Sunburn	45,518.50	0.22%
Major	Shrivel	34,966.70	0.17%
Minor	Soft berries	34,607.60	0.16%
Major	Sulphur damage	30,772.90	0.15%
Total		21,146,868.20	100.00%

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MB1

Top 5 Defects - Interpretation



1. **Brix** – Management Practices, Variety Problem, Environmental Problem
2. **Skin marking** – Management Practices, Variety Problems, Thrips
3. **Bruising** – Management, Pre-mature fruit, Over-ripe (before soft?)
4. **Shatter** – Management, Over Mature fruit, Variety Problem
5. **Soft Berries** – Management, Variety Problem, Over Cropping

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Slide 5

MB1

Brix - Early Areas chasing the pull action of the market, Overcropping management practices,

Skin Marking - Bunch position, leaves in bunch zone, sugar spots due to congestion on farm level (variety windows), Variety characteristics, Thrips

Bruising - Packhouse management, transport to packhouse, over mature fruit on the brink of soft fruit, pre-mature fruit

Shatter - Gib application, over mature fruit, Variety Problem

Soft Berries - Over Cropping, over mature fruit, Variety problem

We do discuss the level of cost implication with exporters

Morné Bester, 2026-07-13T11:24:19.152

Time best spent / Maximise impact

Data serves as starting point for conversations and planning to address problems

Interpretation of Quality/Data:

- Variety characteristics vs Environmental challenges vs Management Practices

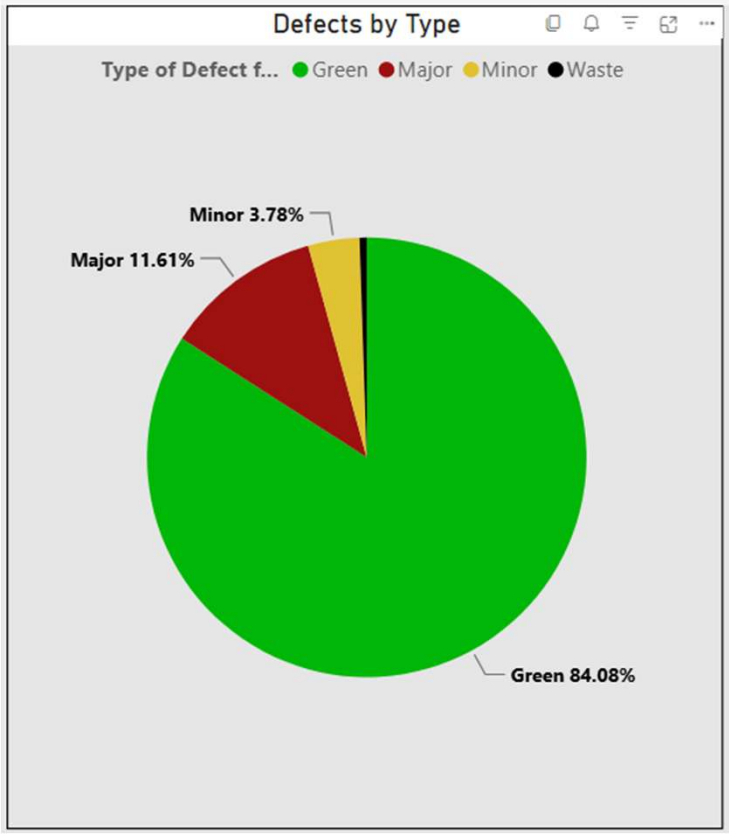
Scenario 1 — Discolouration on white grapes
Young vines
Insufficient Canopy
Sunburn
Overcropping
Packhouse Congestion

Scenario 2 — Skin markings
Sugar spots
Thrips
Leaf damage
Rub marks
Set Actions

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Variety X – Hex River Valley



Defect Details

Type of Defect	Defect final	Total Box Weight	%
Green		2,329,566.10	84.08%
Major	Brix	136,880.50	4.94%
Major	Cracking	60,891.30	2.20%
Major	Undersized Berries	37,165.00	1.34%
Minor	Skin marking	21,364.90	0.77%
Minor	Discolouration	18,946.00	0.68%
Major	Skin marking	18,081.50	0.65%
Major	Soft berries	14,198.00	0.51%
Major	Shrivel	14,008.50	0.51%
Waste	Rot/Decay	12,874.80	0.46%
Minor	Brown Stems %	12,769.10	0.46%
Minor	Shatter%	10,210.00	0.37%
Minor	Bruising	9,888.00	0.36%
Major	Underweight	8,973.00	0.32%
Minor	Cracking	8,334.00	0.30%
Minor	Sulphur damage	7,020.00	0.25%
Major	Water berries	6,622.80	0.24%
Major	Shatter%	6,325.50	0.23%
Major	Bruising	6,142.60	0.22%
Major	Sulphur damage	5,475.00	0.20%
Minor	Handling Damage	5,200.80	0.19%
Minor	Shrivel	3,853.00	0.14%
Major	Sunburn	3,104.50	0.11%
Minor	Soiling	2,117.50	0.08%
Minor	Soft berries	1,988.00	0.07%
Total		2,770,582.90	100.00%

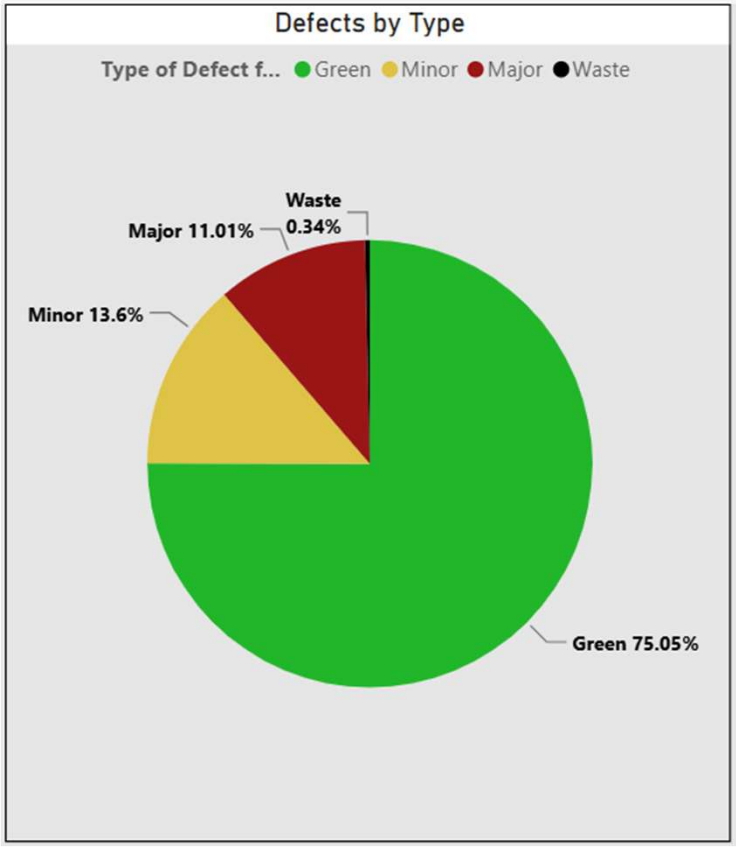
Sum of Total Box Weight by Variety

Variety X

- Focus on what the top 5 defects are in a region
- How can we improve the producers below average/ Where is our time best spent?

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Grower X – Hex River Valley



Defect Details

Type of Defect	Defect final	Total Box Weight	%
Green		8,375.50	75.05%
Major	Skin marking	612.00	5.48%
Minor	Soft berries	600.00	5.38%
Major	Soft berries	432.00	3.87%
Minor	Bruising	288.00	2.58%
Minor	Turning Brown Stem %	172.50	1.55%
Major	Cracking	108.00	0.97%
Minor	Shatter%	105.00	0.94%
Minor	Shrivel	90.00	0.81%
Minor	Sulphur damage	82.50	0.74%
Major	Shatter%	76.50	0.69%
Minor	Skin marking	75.00	0.67%
Minor	Cracking	60.00	0.54%
Minor	Handling Damage	45.00	0.40%
Waste	Rot/Decay	38.00	0.34%
Total		11,160.00	100.00%

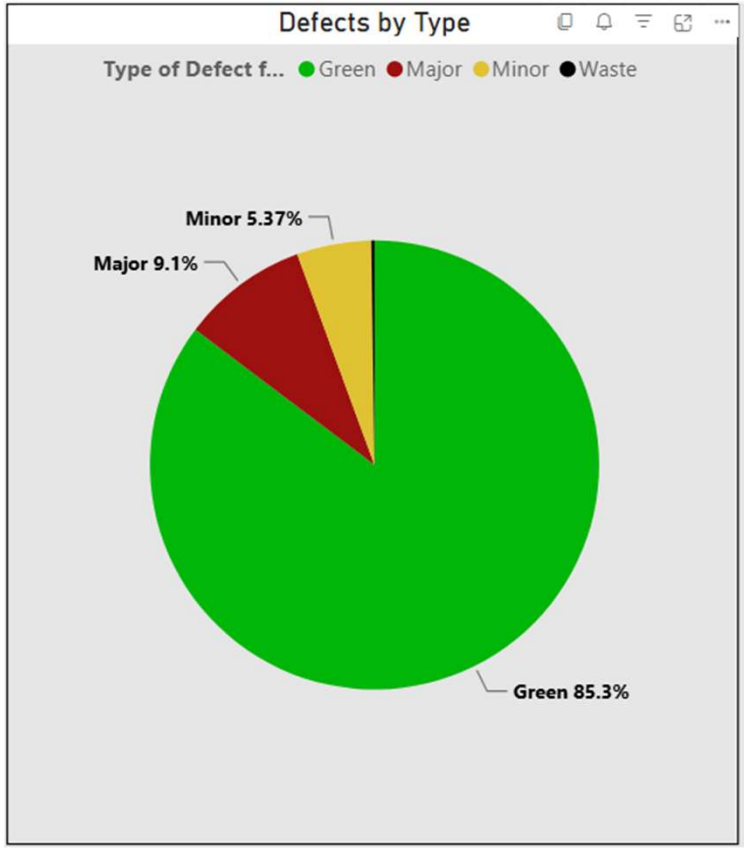
Sum of Total Box Weight by Variety

Variety X

- <u>Skin marking</u> – Thrips, management practices, Powdery mildew scars

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Exporter X



Defect Details

Type of Defect	Defect final	Total Box Weight	%
Green		236,592.60	85.30%
Major	Cracking	21,720.30	7.83%
Minor	Discolouration	5,710.00	2.06%
Minor	Cracking	2,135.00	0.77%
Major	Brix	2,100.00	0.76%
Minor	Sulphur damage	1,660.00	0.60%
Minor	Shatter%	1,495.00	0.54%
Minor	Skin marking	1,396.40	0.50%
Minor	Handling Damage	1,069.80	0.39%
Major	Sulphur damage	945.00	0.34%
Minor	Bruising	780.00	0.28%
Waste	Rot/Decay	636.30	0.23%
Major	Bruising	292.60	0.11%
Minor	Underweight	210.00	0.08%
Minor	Brown Stems %	190.60	0.07%
Major	Water berries	155.80	0.06%
Minor	Pest presence/ foreign body	125.00	0.05%
Minor	Water berries	105.00	0.04%
Major	Handling Damage	40.00	0.01%
Minor	Soiling	15.00	0.01%
Total		277,374.40	100.00%

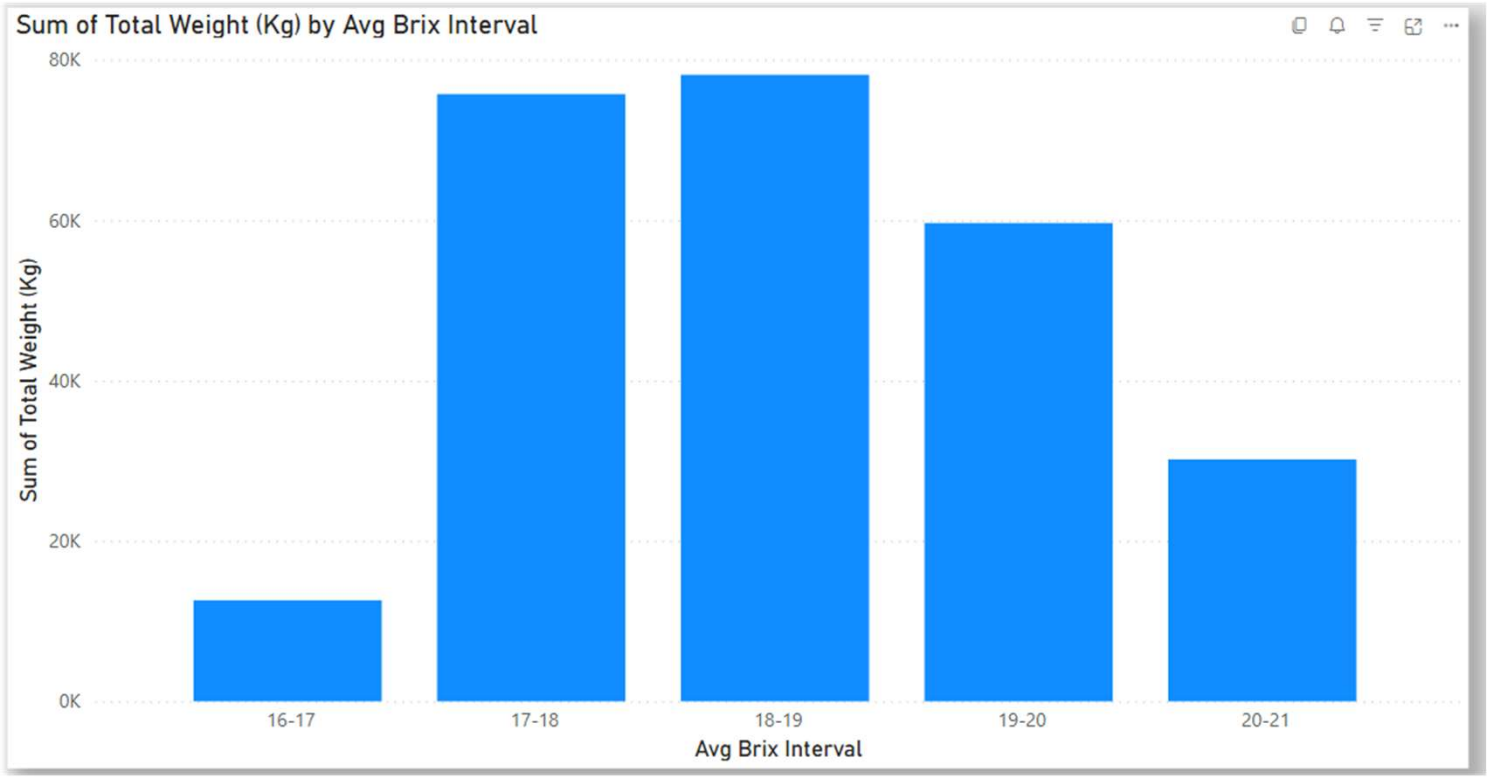
Sum of Total Box Weight by Variety

Variety X

- Focus on Exporters + Growers below Average
- Cracking? Packing Materials?
- Method of elimination

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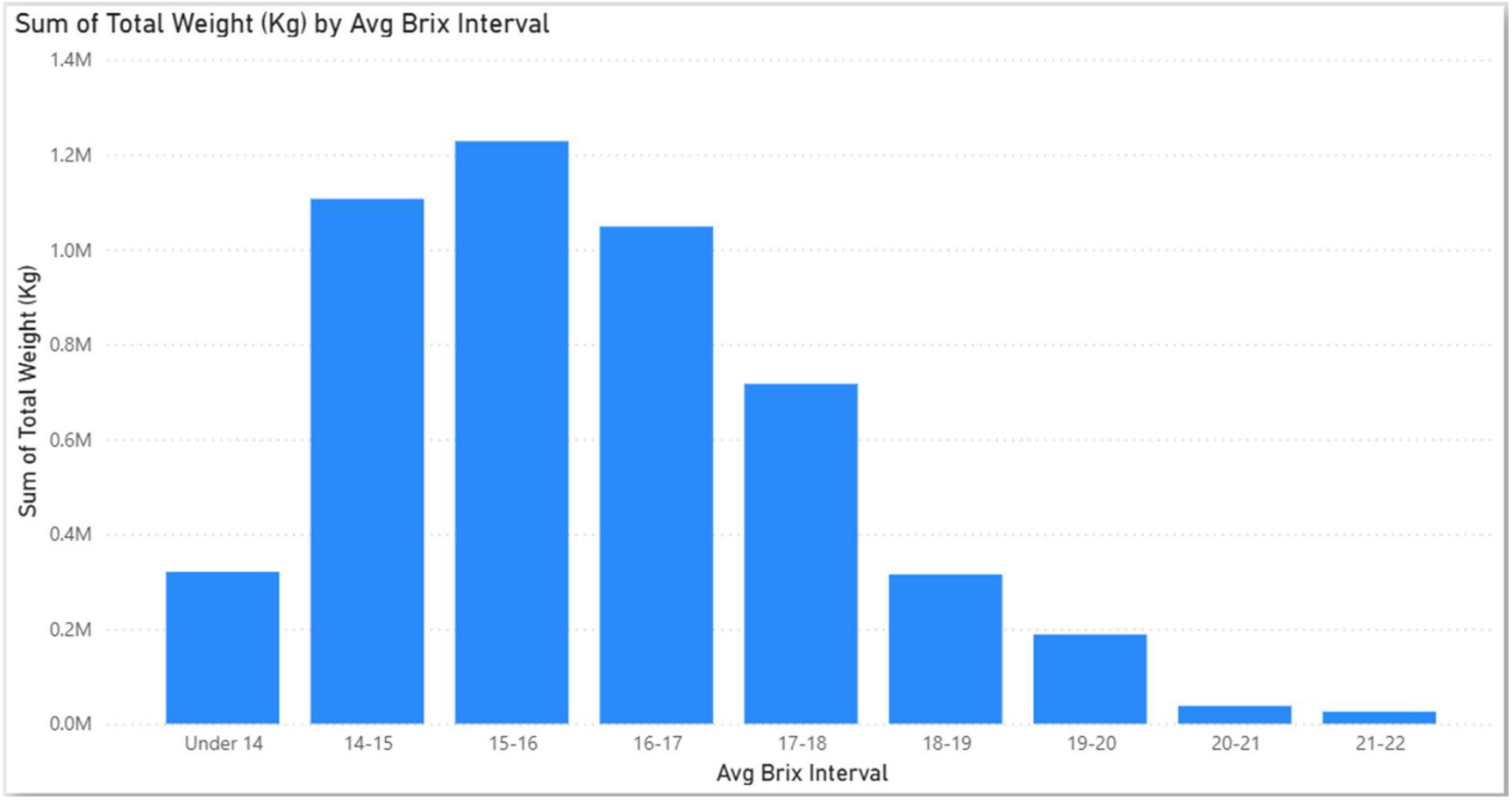
Exporter X



- Brix is sufficient – Packing material?
- Sulphur damage?

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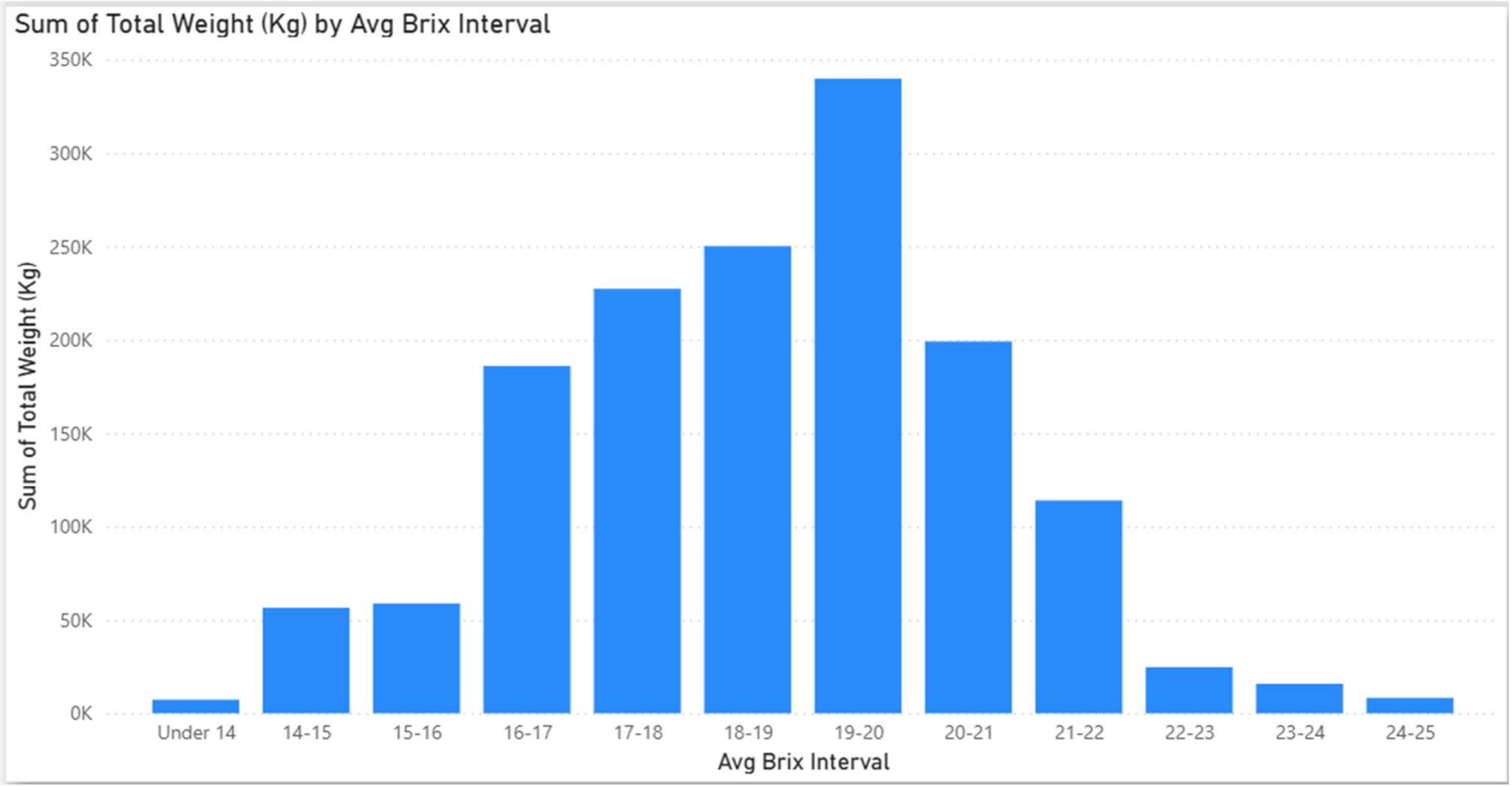
Northern Cape – Average Brix intervals harvested for Early White seedless



- A year where Early White Varieties struggled to accumulate sugar

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Hex River Valley – Average Brix Intervals Mid White Seedless Variety

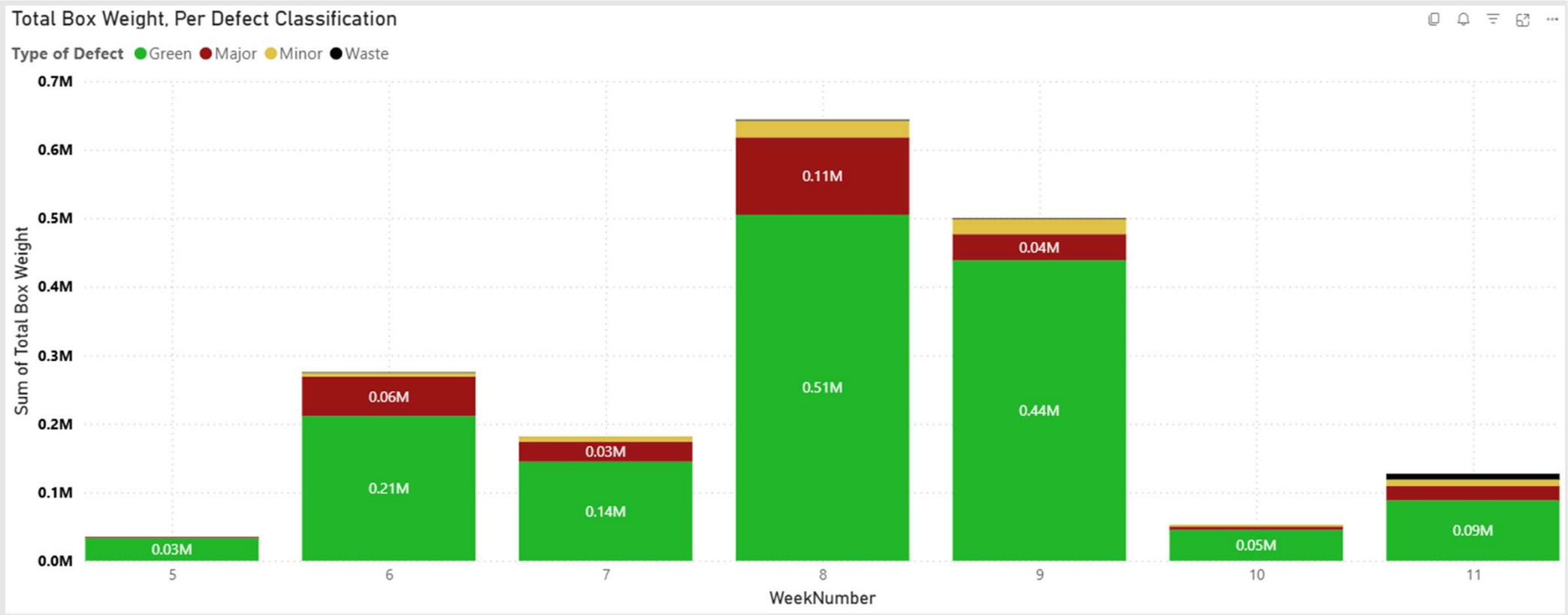


Tells a story

- Peak at 19-20 Brix interval, caught off guard. Why?
- What can we do to help?

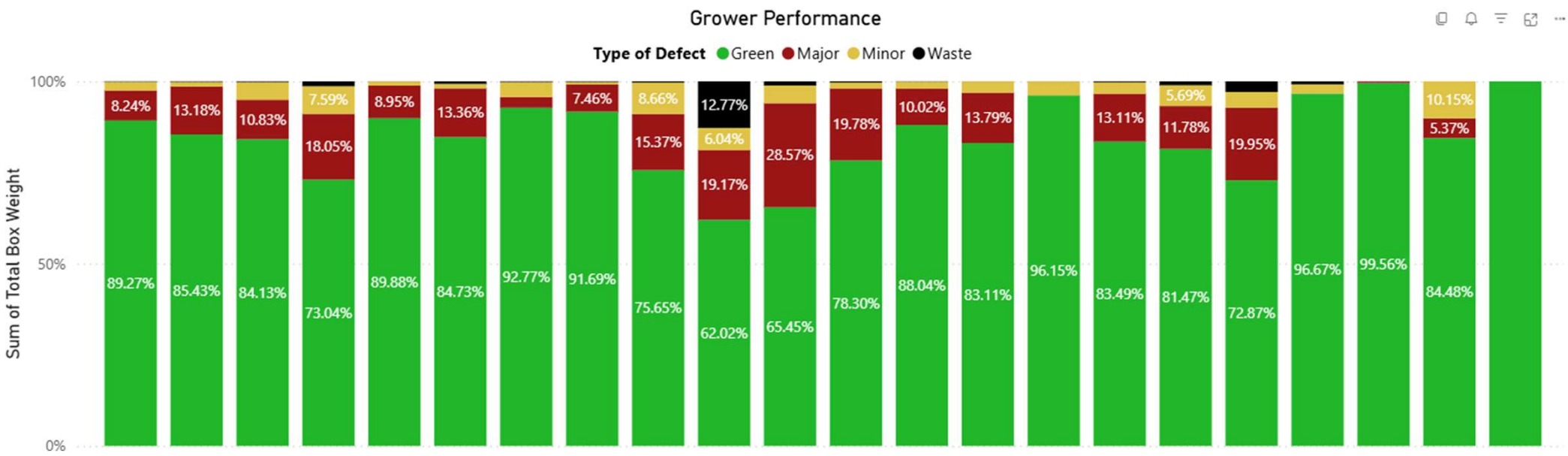
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Hex River Valley – Arrival weeks Mid White Seedless



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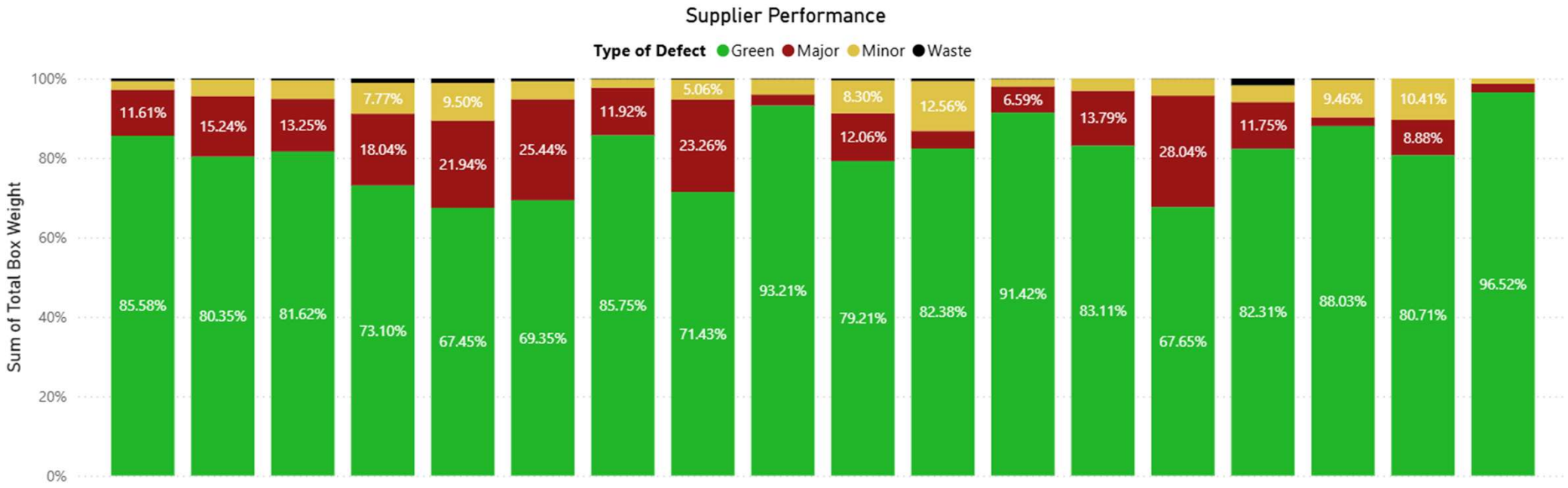
Hex River Valley Growers (In descending order from left to right)



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Exporters with Growers in Hex River Valley (In descending order from left to right)



- Control what you can – Quality on farm

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Thank you

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