



Helping customers increase yield from their cherry crops

Customer

Piepel Premium
Fruit Company

Challenge

To increase revenue and enhance fruit set consistency amongst Bing cherry crops.

Solution

Piepel Premium Fruit conducted a trial of Harvista use on 3 Bing cherry orchards to help extend flower viability, pollination window and ultimately tonnage yielded per acre.

Bottom Line

Leveraging Harvista to extend the quantity and viability of flowers, Piepel Premium Fruit yielded more fruitlets on the treated trees with extended pollination time, thereby increasing tonnage and net revenue with minimal impact to fruit size.

*Increased tonnage. Greater net revenue per acre. With **Harvista™** from **AgroFresh**, Piepel Premium Fruit Company achieved a return on investment of 132% on their Bing cherries.*

With approximately 800 acres throughout the North Central Washington region of Washington State, Piepel Premium Fruit Company has consistently grown, packed and shipped quality, award-winning apples, pears, apricots and cherries for over 20 years to a global market. Faced with rapidly increasing expenses, especially the cost of labor, Piepel Premium Fruit was seeking ways to increase revenue. Additionally, they were experiencing inconsistent crops with Bing cherries, as weather fluctuations and varying wind conditions impacted whether or not the fruit would set. Seeking a means to enhance fruit set, they decided to maximize an opportunity with trusted partner, AgroFresh, and run a trial of Harvista on their Bings. Their successful history with Harvista in apple orchards, as well as SmartFresh™ in storage, gave them hope of a positive result.



Understanding that one of the key benefits of Harvista is extending the viability of flowers, allowing extra time for pollination and fruit set, Piepel Premium Fruit dedicated about 10 acres of Bings for the trial. They treated one side of each orchard block with Harvista at 10% and 50% of full bloom and left the other side untreated. At harvest, they sought out patterns between the treated and untreated trees so that similar-sized trees, with identical pollenizers, were compared.

"I was skeptical at first, but willing to conduct a trial because of the ongoing positive experience we have with Harvista on our apple crops," said Dave Piepel, Owner. "During the trial, we couldn't visually see a difference on the trees but at harvest, the weight we pulled off was significant. Orchard blocks that don't typically yield very well is where we saw the biggest increase. Then we knew Harvista was going to make a huge difference for us."

*"Any initial concerns we may have had about the cost per acre were obliterated by the increase in tonnage we yielded. **We averaged 132% ROI on Bing cherries.**"*



SMARTER FRESHNESS CASE STUDY



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Increased tonnage; little impact on fruit size

The yield results exceeded expectations. The average increase in tonnage across the 3 Bing orchards tested was 64% per acre with an average net increase in revenue of \$3,545.17 per acre. An overall 132% return on investment was achieved with negligible impact on the size of the fruit.

Following the Bing cherry trial, Piepel Premium Fruit conducted a similar trial on the Van pollinizers in their Bing block, achieving a 53% increase in yield and 103% ROI.

Looking ahead

"Next season we definitely plan to use Harvista on non-self-fertile varieties and those where we see a light bloom (i.e., Skeenas). In future years, we'll use it when the weather is not conducive to good pollination," said Ken Engley.

Results per acre (all Bings)



Tonnage increase:
64%



Net revenue increase:
\$3,545.17



Overall ROI:
132%

More about Smarter Freshness solutions

Developed in close collaboration between customers and our teams of service professionals, technologists, scientists and physiologists, our Smarter Freshness solutions build on our unique expertise and knowledge to provide more and better ways for growers, packers and retailers to optimize the quality and value of their produce.



Harvista™

Higher yields,
harvest flexibility



SmartFresh™

Extended storage
potential, increased
packout



ActiMist™

Easy, simple
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FreshCloud™

Advanced monitoring
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