



Succeeding With Premium Quality Ontario Fruit

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- largest grower/shipper of stone fruit
- 60%+ market share
- celebrating our 100th birthday in 2013

Growing in Ontario since 1913

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- dissolved central sales 18 years ago
- focus on quality not quantity

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**“We will always buy Ontario fruit first *if* the
quality is as good or better than imports.
Not just because it is Ontario”**

-Larry Kieswetter

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Platinum Peach Project



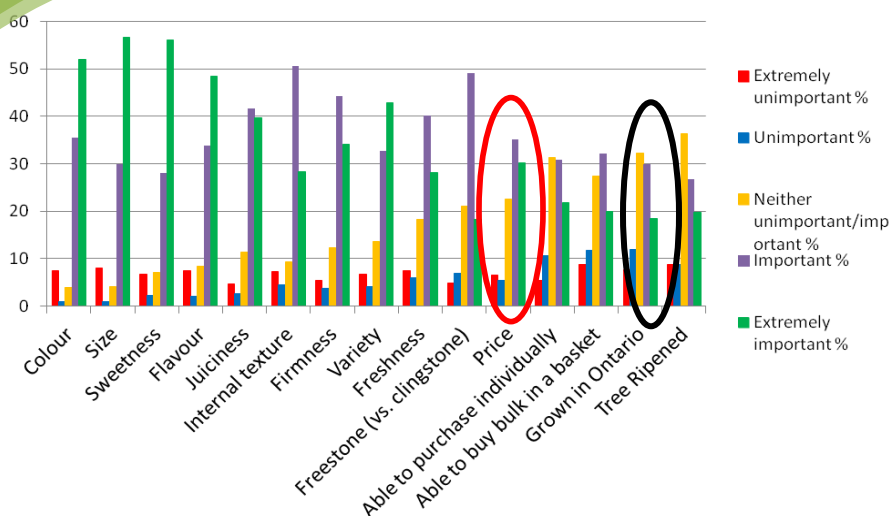
- The need:



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Comparative Importance of Attributes

Week 1, n = 519



The most important drivers relate to eating quality and how consumers determine quality in the store

Platinum Peach Project



- The Process
 - Study competition
 - Varieties
 - Taste testing
 - Orchard Practiced

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- The Solution

Cases	Year
50,000	2010
100,000	2011
?	2012

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New Value Chain Initiatives



- Genetics/VRIC/Grower/Retailer/Consumer
- Sundown Pear
- Plumcots & Apriums
- White Flesh Peaches & Nectarines
 - Genetics
 - Test Blocks
 - Tasting
- Recommendations for Plantings

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Vineland Growers Co-operative