



Ready to Start Planning YOUR Perfect Cherry?

Here's the Clarifruit Checklist for Cherries!



Where are You on the Value Chain?

You'll have different metrics in mind depending on whether you're a grower, a marketing company, a wholesaler, or a retailer, and whether you're importing or exporting your cherries. As the grower, you'll be thinking about when the best harvest window is to get the best quality. This can be as little as five days, so it's important to measure accurately. As a retailer however, you'll want ripe fruit that's ready to sell, with the right color, caliber, and flavor - and even these parameters may differ depending on who your consumers are and where they're located.



Where Will You Be Selling Your Fruit?

The location matters when you're thinking about the perfect cherry. Chile is the largest exporter of cherries in the world, but they are sent all over the world, and this is an important consideration. For example, in China, cherries are regularly sold in the street. The cold weather helps to keep the quality of the cherries better for longer. There will also be demand for cherries in different seasons. With China, this is usually in January and February to coincide with Chinese New Year.



What Quality is Your Cherry?

As cherry varieties are all very similar, it's less about the type of cherry, and more about the quality, which can be measured by pretty standard attributes across the board. This will depend on a number of factors, but most buyers will want to look at the color first and foremost (dark red is preferable) the caliber, (heavier in weight is better) firmness, Brix levels, acidity, and flavor. Soft fruit could suggest over-watering for example, which will impact taste.



How Old Are Your Cherries?

Cherries have a very short shelf-life post-harvest, so this is an important metric to track. Aim to harvest the fruit carefully, cool it quickly, process it within 24 hours, and then send the shipment as quickly as you can. Ideally this would be within 2 days from end-to-end, as a long-haul trip could add weeks to the process before it arrives at the retailer or end consumer. Poor color could suggest over-maturity, but also a lack of nutrients in the soil.



Which Cherry Defects Should I Control For?

Pitting, cracking, russet and decay are the most common defects, so these are what should be defined ahead of time in your quality control automation. Different countries will have different rules, for example in the USA pitted cherries will be rejected, while in China you may simply get a lower price for your yield. Also look out for deformations, that could suggest insects, toxicities, or nutritional deficiencies.

Ready to see how Clarifruit adds data and automation to the quality control chain? **START FOR FREE**