



## FRUITION SCIENCES BRING OUT THE BEST IN YOUR TERROIR

Fruition Sciences offers a solution for vineyard consultants and vineyard management companies who want to produce the highest quality grapes year after year in a reliable and sustainable fashion. By measuring the water consumption of your plants, our technology helps you to understand the needs of your vines and measure the impact of your practices. It also gives you the confidence to make better and informed decisions. Fruit maturation and quality are optimized through the use of the best technology available and the latest knowledge in viticulture.

### Key advantages of Fruition Sciences:

**The information is terroir specific.** Our web-based decision tool integrates weather, soil, canopy and varietal effects. It allows you to understand how vines react to the environment and your management practices. As such you can take decisions according to the needs of your specific clients.

**The measurement is non-invasive.** The technology does not affect the health of the vines or normal vine behavior.

**It is web-based and real-time:** It can be viewed at anytime from anywhere (any web-enabled device). This enables your team to take decisions in a timely fashion.

### How will you benefit?

Several vineyard management companies have endorsed the value of Fruition Sciences' product since the 2008-growing season. They relate the following benefits:

- **Better decisions.** By measuring the water consumption of the vines, we are in fact asking the plant if it needs water. This continuous and reliable information makes it possible to minimize the effect of your irrigation practices with confidence while maximizing the quality of the grapes.
- **More consistent and better quality.** The vine water use optimization for each growing stage enables your team to produce smaller grapes. This translates into better fruit composition and faster maturation. Not only your grapes are more resistant to shriveling, they will also hang less time on the vines decreasing even further the risk of losing quality through shriveling and weather related issues. Year after year, the quality of the grapes is optimized and maintained which increases the opportunity for premium pricing for your clients.
- **Enable sustainable management practices.** Through constant monitoring, Fruition Sciences makes it possible to optimize water use and minimize the impact of vineyard management on the environment.
- **Customer relationship.** Through the use of Fruition Sciences product, you will increase your vineyard management efficiency since part of the monitoring will be done remotely. Our tool will give you the ability to optimize the allocation of your resources. In addition, by working hand-in-hand with the Fruition team, you'll be adding new revenue to your business since you will be responsible for the deployment and the maintenance of the technology.

Fruition Sciences has great customer satisfaction. The real-time monitoring equipment has been successfully installed in vineyards in California and the web application is operational, currently transmitting data in real time to winery personnel.