



FRUITION SCIENCES BRING OUT THE BEST IN YOUR TERROIR

Fruition Sciences offers a solution for vineyard owners who want to produce exclusive wines of the highest quality in a sustainable fashion. By measuring the water consumption of your plants, our technology helps you understanding the needs of your vines. Our service gives your production team the ability to optimize fruit quality using the best technology available and the latest knowledge in viticulture

Key advantages of Fruition Sciences:

The measurement is non-invasive and the information is terroir specific. The technology does not adversely affect the health of your vines. It allows your team to optimize vineyard management decisions according to the needs of your vines.

It is web-based and real-time: It can be viewed at anytime from anywhere (any web-enabled device). Your Team can take accurate “on the fly” decisions.

How will you benefit?

The value of Fruition Sciences’ approach has been demonstrated in several high-quality vineyards, whose owners have come to rely on the following benefits:

- **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 maturation and fruit composition. Year after year, the quality of the grapes is optimized and maintained which increases the opportunity for premium pricing and/or better winemaking.
- **Enable sustainable management practices.** Through monitoring, Fruition Sciences makes it possible to optimize vine water use and minimize the impact of vineyard management on the environment and on the vines.

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. Our decision tool has become indispensable for the wineries currently using the Fruition Sciences solution, as they have integrated it into their day-to-day operations.

Testimonials:

- Chuck Mc Minn, owner of Vineyard 29 and Aida, St Helena, California: *“After working with Fruition Science over the last 3 years to develop and correlate their irrigation monitoring technologies with our existing methods, we “went live” in 2009, using Fruition Science data to make irrigation timing and quantity decisions throughout the growing season. After tasting the results, our entire winemaking team feel that we have a valuable tool generating great data to help us make better viticultural choices and in the end, better wine.”*
- Dana Johnson, Proprietor, Ovid Vineyards: *“We have been using the Fruition Sciences system in our vineyard since 2008. By directly and continuously monitoring the water flow rate of our vines, we are able to make much more informed decisions about whether and when to irrigate. And as the historical data accrues, we learn more about how the vines respond to different types of water inputs in order to continuously improve the quality of our grapes and the health of our vineyard. We are very satisfied with the intelligence of the system itself, and also with the responsiveness and dedication of its developers.”*