



FRUITION SCIENCES BRING OUT THE BEST IN YOUR TERROIR

Fruition Sciences offers a solution for winemakers and vineyard managers who want to produce top quality, sustainably farmed wines, year after year. Our service gives you the confidence to make stronger, better informed decisions by measuring the water consumption of the vines and thus asking the plant directly if it needs water. In addition, the Fruition Sciences system ensures that fruit maturation is 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. It 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 vines.

The measurement is non-invasive. The technology does not affect or modify the health of the vines or its normal 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 production teams and winemakers have endorsed the value of Fruition Sciences' product since the 2008-growing season. Winemakers and vineyard managers relate the following benefits:

- **More consistent and better quality.** The vine water use optimization for each growing stage enables your team to produce smaller grapes while measuring the climatic effect of each vintage on the vine. This translates into better fruit composition and faster maturation. Not only are your grapes more resistant to shriveling, they will also hang less time on the vines decreasing yet 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 and/or better winemaking.
- **Enable sustainable management practices.** Through constant monitoring, Fruition Sciences makes it possible to optimize vine water use and minimize the impact of vineyard management on the environment and on your 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 winemakers who wish to monitor closely their vineyard management.

Testimonials:

- Benoit Touquette, Winemaker, Hartwell Vineyards (Stag's Leap District, Napa Valley, CA): "With Fruition Sciences I can monitor continuously the vine water status to optimize fruit composition. Combining direct visual vineyard monitoring, pressure bomb readings, and the real time information, I develop site-specific irrigation strategies to bring the best of my terroir."
- Austin Peterson, Winemaker, Ovid Vineyards (Napa Valley, California): "Fruition Sciences allows me to have a more precise monitoring of vine water status, a better regulation of irrigation, and an increased ability to improve fruit quality."