

Angus Soft Fruits Breeding Value experience

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Delivering **GREAT TASTING BERRIES** that will **DELIGHT** our customers each and **EVERY DAY!**



Breeding



Production



Sourcing



Marketing



ava
TASTE THE BERRY BEST



ava

TASTE THE BERRY BEST
ALICIA



ava

TASTE THE BERRY BEST
CATALINA



ava

TASTE THE BERRY BEST
MONET



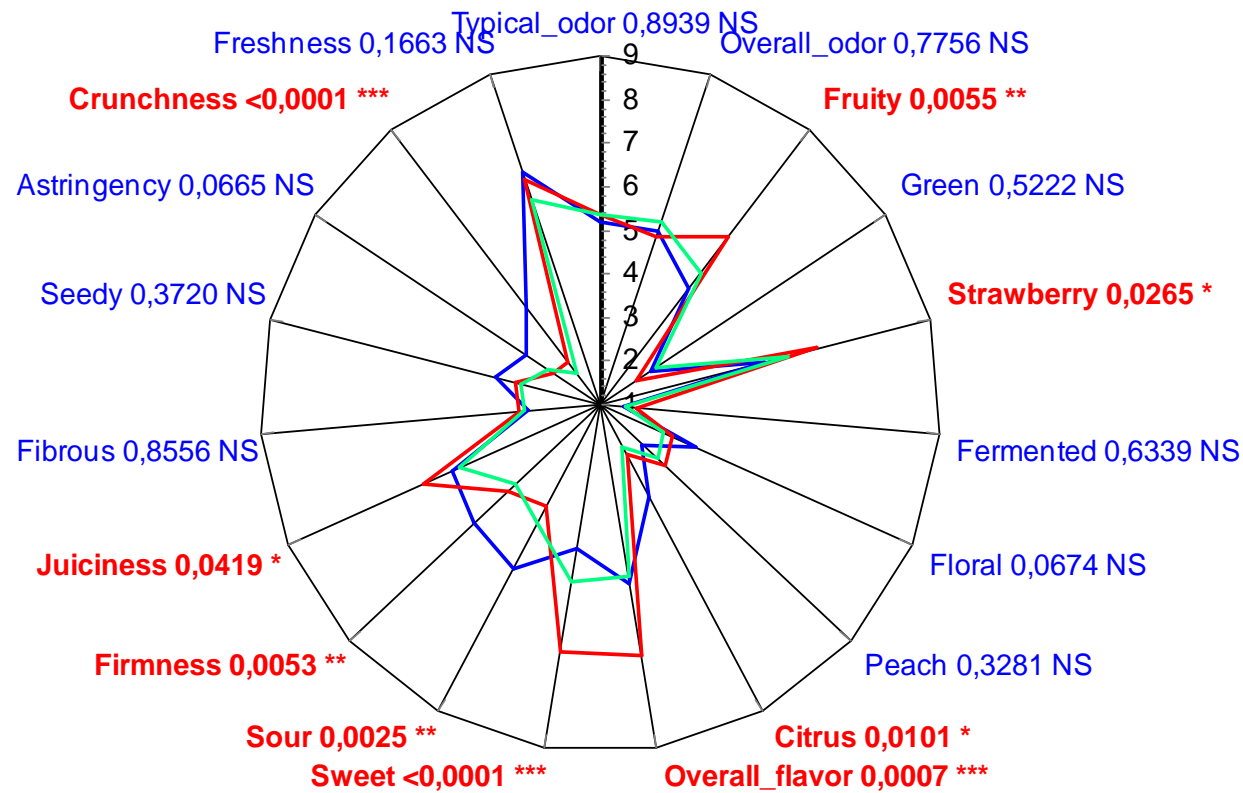
ava

TASTE THE BERRY BEST
DALI



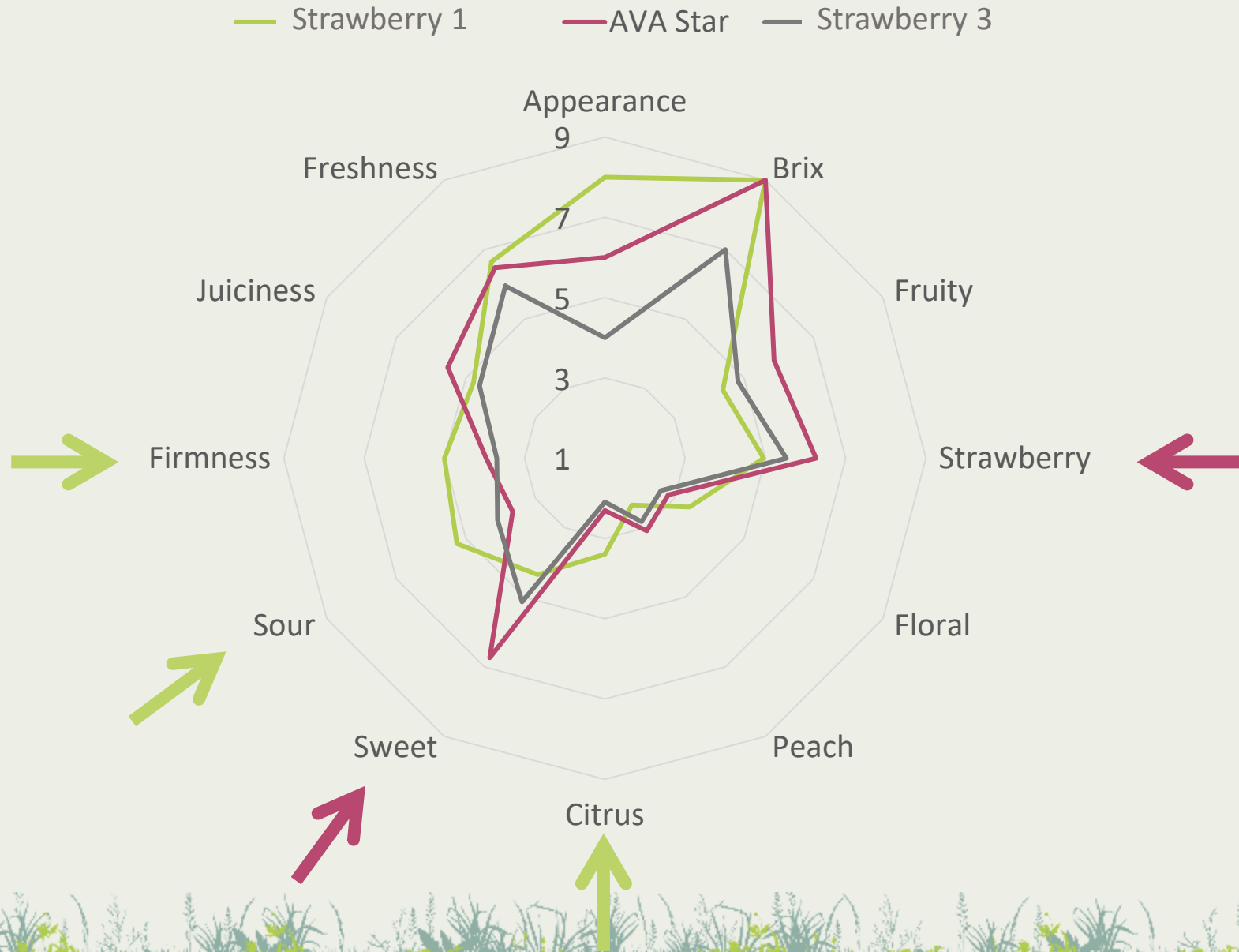


Profile Strawberry profile
File: descriptive_analysis.frs Statistics computation: global
Plot of: Mean Analysis of variance



— STRAWBERRY1
— STRAWBERRY2
— AVA Star

NS : Not significant at 5% * : 5% ** : 1% *** : 0,1%





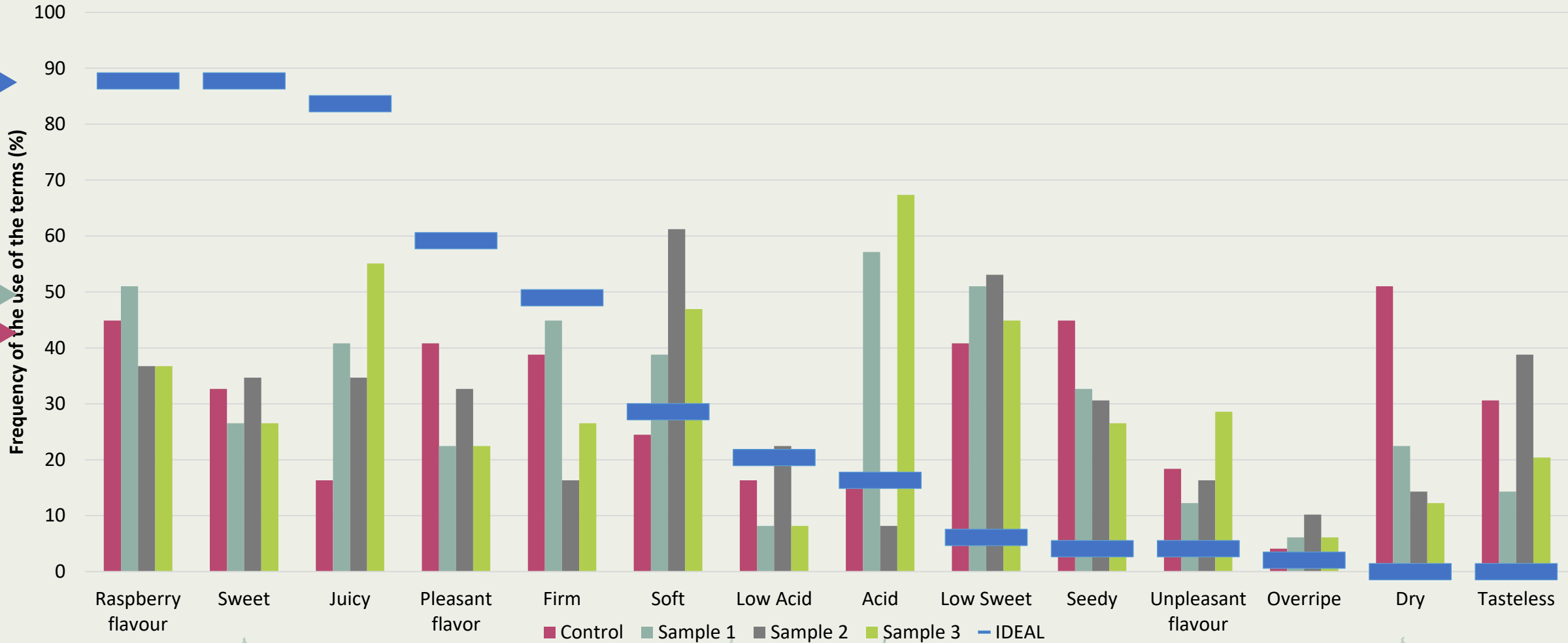
29% response rate

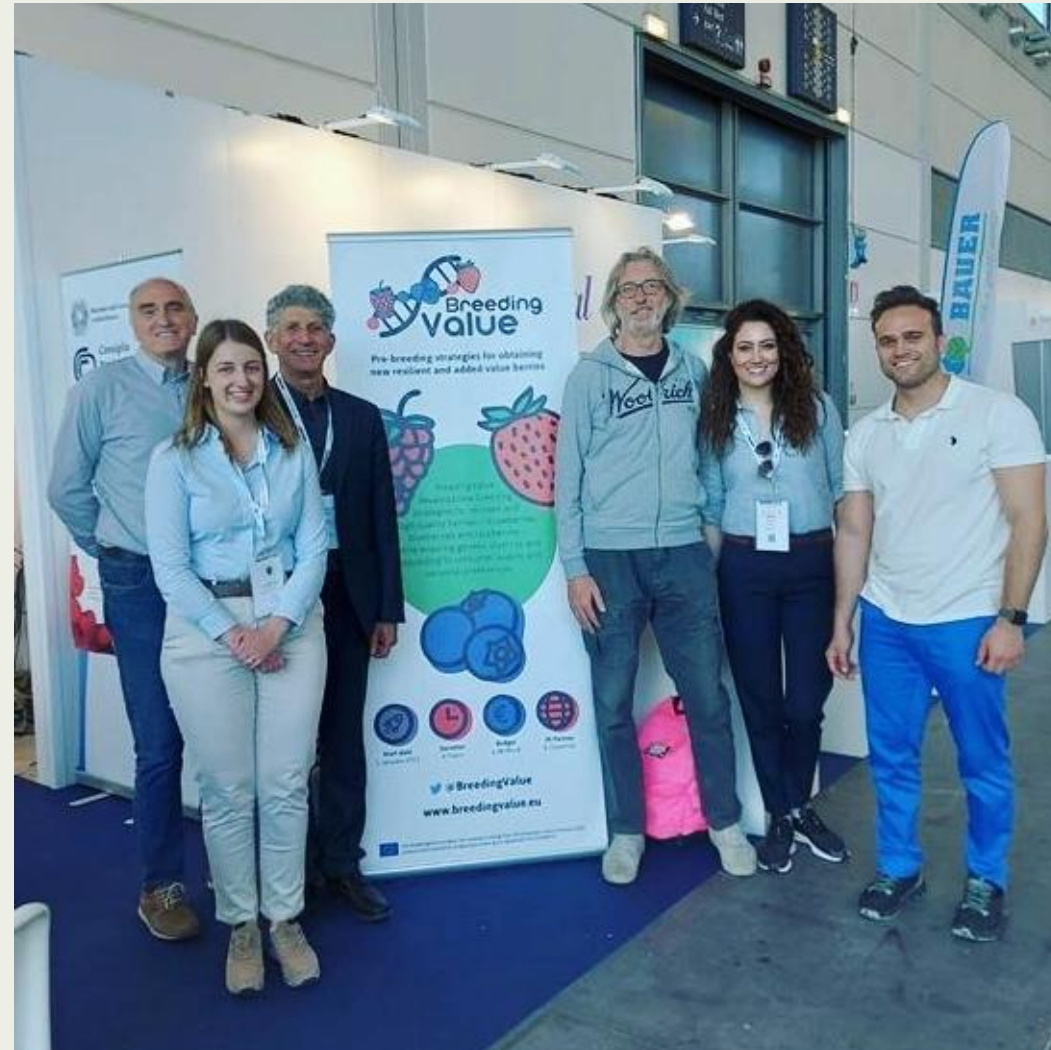


84% response rate



Consumer test results; taste







Open call #1

