



Reid Fruits

Boutique Cherries

PROVENANCE SCIENCE SERVICE

During the 2020-2021 season, Reid Fruits partnered with Source Certain to verify the origin of its branded cherries sold in export markets.

Reid Fruits became the first Australian horticultural exporter to employ Source Certain's provenance verification technology within its supply chain.

THE DETAILS

The Reid Fruits brand for premium Tasmanian cherries is well known in export markets. For a number of years, the company experienced issues with bad actors trying to capitalise on its brand and the premium prices it attracts in the marketplace. Past counterfeit attempts have employed increasingly sophisticated methods to copy Reid Fruits' branded packaging and substitute its product with lower-quality cherries from other countries.

Reid Fruits investigated technical options to add an additional layer of protection to its brand and product. Source Certain's scientific provenance program and in-market verification analysis offered Reid Fruits the ability to uniquely identify cherries grown at various company orchards in Tasmania and, if necessary, scientifically prove that suspected substituted cherries in counterfeit packaging were in fact, fraudulent.

The sampling analysis reports were fascinating to read and easy to follow. They clearly identified and verified the cherries' provenance to the orchard of origin.

TONY COAD
MANAGER, MARKETING AND SALES AT REID FRUITS





When a program is first activated, it's fast-moving. Our sample collectors are in and out of the orchards very quickly and once the cherries hit the lab the analytical part can be completed within a couple of days.

JENNA VALENTIN, HEAD OF OPERATIONS AU AT SOURCE CERTAIN



OUTCOMES

As part of the program, Source Certain collected samples of all varieties produced by Reid Fruits from each of the three company orchards. Source Certain was able to confidently distinguish between fruit originating from the three different production sites using our scientific provenance verification technology, TSW Trace®.

Source Certain scientists also completed analysis of samples collected from various retail locations to verify that the product being sold was a genuine Reid Fruits grown cherry and identify which of the three sites was the orchard of origin.

BENEFITS FROM THE PROGRAM

- The implementation of this technology gives Reid Fruits the ability to scientifically verify the provenance and authenticity of their branded cherries in overseas markets.
- Reduces risk of substitution and increases Reid Fruits' ability to accurately identify potential substitutions to an empirical standard.
- Offers scientific evidence in counterfeit investigations.

Reid Fruits currently produces 10 varieties of cherry, ranging from early season to late season – all of which are included in the Source Certain Provenance Program.



To find out more please contact us. Scan the QR code to find more case studies.
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