

# MATRIX

- Communication
- Flexibility
- Harvest potential given the year
- Based on:
  - Ripeness
  - Quality

# GOLD STANDARD





# RIPENESS





# QUALITY





# COMMUNICATION



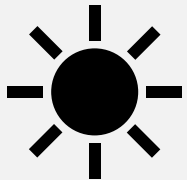
Perfectly ripe, high quality.



Completely unripe. Low end.



Unacceptable quality. Rejected.



RED GRAPES	CONDIT ON	5% Damage	10% Damage	20% Damage	30% Damage
° BRIX		A	B	C	D
19.9 – 19.0	Tier 1	\$1,500	\$1,400	\$1,300	\$1,200
18.9 – 18.0	Tier 2	\$1,400	\$1,300	\$1,200	\$1,100
17.9 – 17.0	Tier 3	\$1,300	\$1,200	\$1,100	\$1,000
Below 17.0	Tier 4	\$1,200	\$1,000	REJECTED	REJECTED

LA CROSSE GRAPES	CONDIT ION	5% Damage	10% Damage	20% Damage	30% Damage
° BRIX		A	B	C	D
16.0 – 15.0		\$1,500	\$1,400	\$1,300	\$1,200
14.9 – 14.0		\$1,300	\$1,200	\$1,100	\$1,000
13.9 – 13.0		\$1,100	\$1,000	\$900	\$800
Below 13.0		REJECTED	REJECTED	REJECTED	REJECTED

WHITE GRAPES	CONDIT ION	5% Damage	10% Damage	20% Damage	30% Damage
° BRIX		A	B	C	D
17.0 – 16.0	Tier 1	\$1,500	\$1,400	\$1,300	\$1,200
15.9 – 15.0	Tier 2	\$1,300	\$1,200	\$1,100	\$1,000
14.9 – 14.0	Tier 3	\$1,100	\$1,000	\$900	\$800
13.9 – 13.0	Tier 4	\$900	\$800	REJECTED	REJECTED
Below 13.0		REJECTED	REJECTED	REJECTED	REJECTED