

▶ quality control

▶ presenting recommendations for improving quality

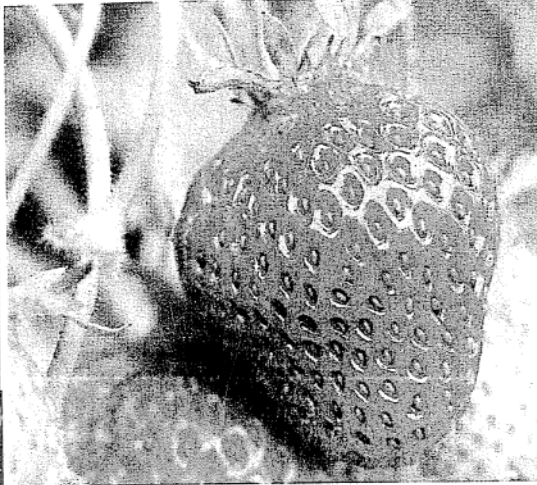
### 3.6 Case study Zaluski Strawberries

#### Discussion

1 With a partner, decide whether the following facts about strawberries are T (true) or F (false).

#### STRAWBERRY FACTS

- 1 Strawberries are rich in Vitamin-D and low in fibre.
- 2 They contain no fat, cholesterol or salt.
- 3 Spain is the biggest producer of strawberries in the world.
- 4 The Romans cultivated strawberries as early as 200 BC.
- 5 Strawberries are members of the rose family.
- 6 They are unique, being the only fruit with seeds on the outside.
- 7 In medieval times, strawberries were regarded as an aphrodisiac. A soup made of strawberries and sour cream was traditionally served to newlyweds.
- 8 The word 'strawberry' comes from laying straw under the plants to protect the fruit.
- 9 Unlike many fruits, strawberries do not continue to ripen after harvest.



#### Reading

2 Read the internal email from a supermarket chain with outlets in the Netherlands and Belgium, and the extract from a strawberry cooperative's brochure. Answer the questions.

- 1 What expectations would consumers normally have about the quality of strawberries?
- 2 Why has the quality of incoming strawberries become an issue?
- 3 Why do you think Schuurman and Zaluski may have different views on quality?
- 4 What will Suzanne's next course of action be?

✉ EMAIL

**To:** Suzanne Van Peeters  
**From:** Hank Batten  
**Subject:** Fresh fruit display improvements

Suzanne,

Refrigerated display cases for soft fresh fruit have now been installed in all our outlets to reduce product losses and extend shelf life. Obviously, the investment will be wasted if we receive substandard fruit in the first place. I'd like you to check on things with all our fresh fruit suppliers: raspberries, strawberries, plums, etc. I'd start with strawberries if I were you (NB Zaluski supply the bulk of ours), because we had a wastage rate of over 12% in the last quarter. And I've told Mr Schuurman that we should be able to get it down significantly.

Counting on you, Suzanne!

Hank Batten  
 Group Quality Director – Schuurman Supermarkets

... THE ZALUSKI COOPERATIVE, which represents nearly 50 small producers in the Pakość area, has been packing and distributing strawberries for more than 40 years. Traditional farming techniques, allied with the careful selection of appropriate strawberry varieties, ensure that we produce Polish strawberries of unrivalled quality.

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