

‘DIGGING FOR MARKET DIFFERENCE’. ‘DINOSAUR EGGS’.

This Celebrity Fruit has Attracted the Attention of Consumers in China

Authorised for release by:

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In recent years, as the consumption of foods has increased in China, commonly grown local fruits no longer meet the needs of consumers. ‘Dinosaur Eggs’, the affectionate nickname given to the Californian plum has jumped to become a web-celebrity-fruit because of its unique flavour.

The booming market demand attracted the attention of more and more fruit growers who began to plant the crop even though they were not familiar with this kind of fruit. So, the questions were raised; what kind of fertiliser is suitable and when and how do you apply them? This was the farmer’s challenge.



Based on global experience, RLF China developed a specific nutrition program for the ‘Dinosaur Eggs’.

With the guidance of the RLF Technical Team, Guo Qin Agricultural Science and Technology Park adopted a standardised planting pattern, and their plum produce has enjoyed popularity in the fruit’s online market. The park has continuously used an RLF crop nutrition program for several years.

Recently, at the maturity stage of the ‘Dinosaur Eggs’, the RLF Technical Team paid a field visit to make the comparisons between the RLF-treated and the Control field by the size, weight and sugar content of the mature plum.

Crop	Californian Plum (Dinosaur Eggs)		
Location	Guo Qin Park, Gaotant Town, Huaxian County, Shan’xi Province		
Nutrition Program	Timing	Products and Foliar Application	Control Field
	Blossom period	Plant Milk High-N 5kg per Mu, via fertigation	Compound fertilisers
	Young fruit period Developing fruit period	Plant Milk High-P 5kg per Mu, via fertigation	Compound fertilisers



Showing the beauty of the matured plum called 'Dinosaur Eggs'

The Comparisons

By Size

The RLF-treated fruit had an average diameter of **56mm**, whilst the Control fruit had an average diameter of **53mm**.

澳大利亚埃尔夫产品示范园

使用产品: 植物牛奶

使用量: 每亩5斤

使用时间: 2020年3月-7月

示范地点: 华县高塘镇南庄村

示范户: 陕西果沙 李斌

示范户电话: 18609234676

华县

30°C

2020/08/04

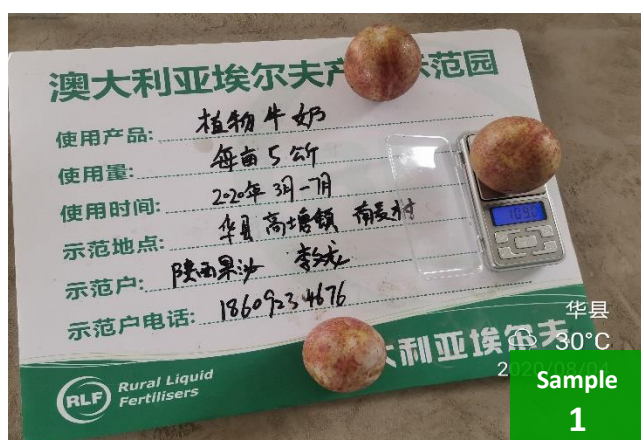
By Weight

The average weight of the RLF-treated fruit was **97.9 grams**, and that of Control fruit was **79.9 grams**.

The weights of three random samples are as follows:

	Sample 1	Sample 2	Sample 3	Average	Increased by (g)
Control	82.9g	74.6g	82.2g	79.9g	
RLF-treated	101.7g	83.0g	109.0g	97.9g	18g

RLF-treated weight



Control weight

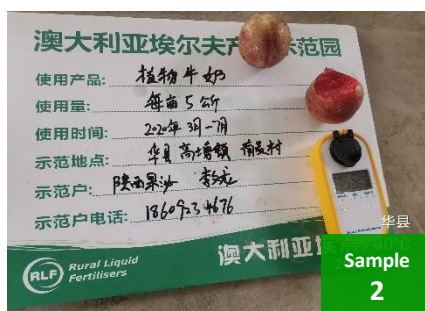
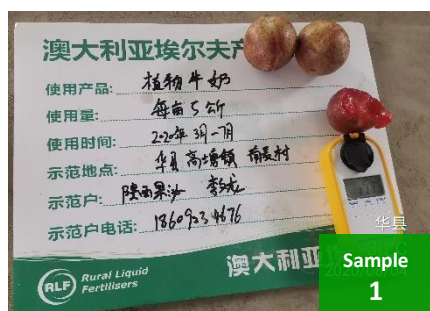


By Sugar Content

	Sample 1	Sample 2	Sample 3	Average	Increased by (g)
Control	10.4g	8.8g	8.7g	9.3g	
RLF-treated	13.6g	11.7g	13.5g	13.0g	3.7g

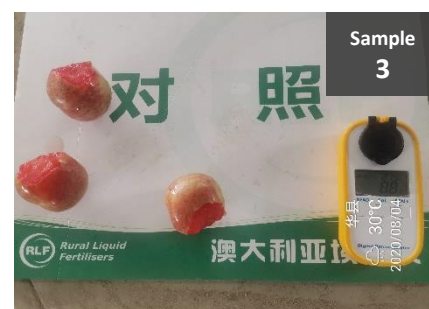
The average measurement for the RLF-treated sugar content was **13.03** whilst the Control sugar content was **9.3**.

The sugar degree of the RLF-treated fruit is obviously higher than that of Control, and this has a marked influence on the degree of flavour the fruit holds. This makes it very appealing for consumers.



RLF-treated sugar degree

(sadly, no image of Sample 3 was taken)



Control sugar degree

Summary

The RLF crop nutrition program proved to be a success and increased the fruit setting rate, the sugar content and the weight of a single fruit. The data showed that sugar degree increased by 3-4 points, and the fruit proved to be an excellent commodity because of its larger and more uniform size. It is these outcomes that consumers look for.

Mr Manor Li, the owner of Park said that “the Dinosaur Eggs treated with the RLF Plant Milk program tasted better than the fruit picked from the Control trees”. He went on to say that “he was very satisfied with the effect and that the Orchard Park would continue to use RLF products to improve fruit quality so consumers could be provided with the best fruits”.

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