

AMCO PRODUCE	PACKET SIZE 2GRAM	APPEAL	EXTENDED SHELF LIFE
--------------	-------------------	--------	---------------------

RD FRESH	SIGNIFICANTLY SMALLER	LIKE THE "FRESH" TEXT	AVERAGES OUT @ 6-8 DAYS EXTRA
COMPETITOR	LARGER	AVERAGE	AVERAGES OUT @ 1-2 DAYS EXTRA (IF THAT)
COMPETITOR	LARGER	AVERAGE	AVERAGES OUT @ 2 -3 DAYS EXTRA
ADDING VENTILATION			AVERAGES OUT @ 3-6 DAYS EXTRA

	# OF TRIALS	CROP USED	DATE TESTED
--	-------------	-----------	-------------

RD FRESH	10	RANGE 106 PE10	4/24/2014 - 5/16/2014
COMPETITOR	4	RANGE 106 PE10	4/24/2014 - 5/7/2014
COMPETITOR	6	RANGE 106 PE10	4/24/2014 - 5/10/2014
ADDING VENTILATION	8	RANGE 106 PE10	4/24/2014 - 5/12/2014

	DEFECTS	COST	RANK
--	---------	------	------

RD FRESH	NONE	COMPETITIVE	1
COMPETITOR	SACHETS MINERALS TURN DARK RED (MINERALS LEAKING THROUGH)	HIGHER	4
COMPETITOR	NONE	COMPETITIVE	3
ADDING VENTILATION	EXPENSIVE TO RE-TOOL PACKAGE	EXPENSIVE	2

