Plums and Prunes: Look for: with a good color of the variety, in a fairly firm to slightly soft stage of ripeness. Avoid: fruits with skin breaks, punctures, or brownish discoloration. Avoid immature fruits (hard, poorly) colored, shriveled and over mature fruits (excessively soft, leaking or decaying). Strawberries: Look for: fruits with a full red color and firm flesh, Dry, clean, medium to small strawberries have better eating quality than larger berries. Avoid: Berries with large uncolored areas (poor in flavor and texture), dull appearance or softness, those with mol