

MegasBlue

Large, productive modern generation high chill
Blueberry



**Global Plant
Genetics Ltd[®]**
Where Quality Breeds Success

www.globalplantgenetics.com



2022

MEGASBLUE BENEFITS

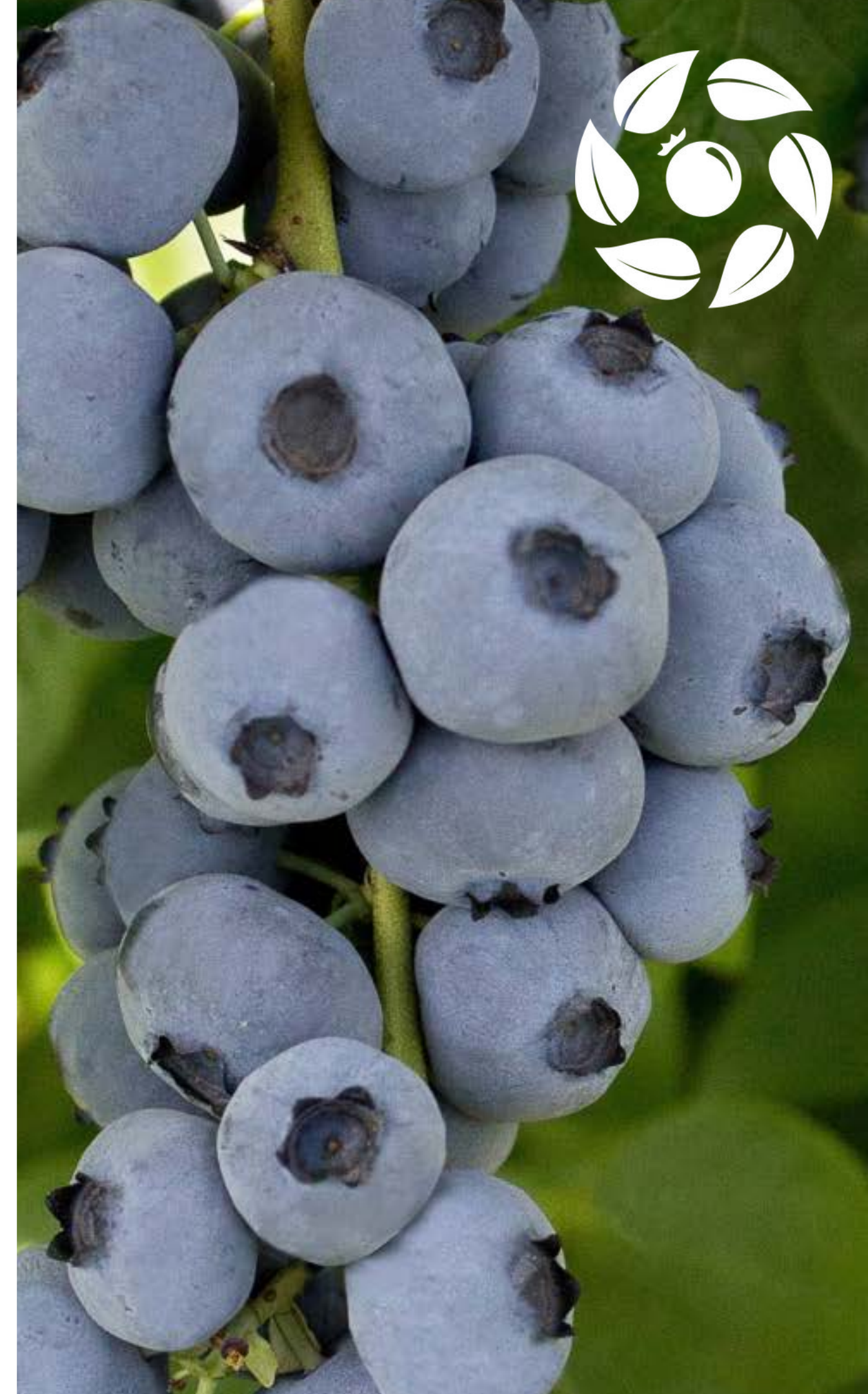
- High yield, quality fruit, and vigorous plant
- Concentrated ripening period and therefore offers lower harvesting costs
- Machine harvestable

The Fruit -

The large fruits are dark blue in colour and show no signs of red back at harvest. This variety works for both fresh production and machine harvest, producing fruits with a good sugar/acid balance. MegasBlue will be a great addition to many farms where Northern Highbush blueberries are grown for fresh and processing. This high yielding variety is set to replace many traditional varieties where improvements in yield, flavour and size are important.

Background -

MegasBlue was bred by Bob Gabriel owner of Oregon Blueberry Farms and Nursery USA. Bob is a major Blueberry producer of both fresh and process as well as having a first-class nursery known for its excellent plant quality. In the early 2000's Bob developed a blueberry breeding program which 20 years on is as exciting as any in the world. One of the first releases from this blueberry breeding program was the high chill blueberry variety named MegasBlue. MegasBlue has a vigorous plant habit requiring approximately 1000 chill units per year.



MEGASBLUE OVERVIEW

Firmness

Firm fruit when rolled between fingers

Chilling

Northern High Bush:
+1000+ chilling hours

Fruit Size

Good size, categorized as medium to large, similar to Bluecrop

Fruit Colour

Dark blue fruit, with consistently no red backed fruit

Yield

Heavy yield of extremely high-quality fruit. Suits both hand & machine harvesting
Outyields Bluecrop. 20-25 tonnes / hectare reported

Agronomy

3 Picks per hand, 2-3 picks by machine. Consistently even quality throughout harvest. Replacement for Bluecrop

Seasonality

Harvest 3rd week July-1st week August Oregon
USA 50% ripe date: 25th July. More concentrated ripening window than Bluecrop

Flavour

Compares favourably to Bluecrop



MEGASBLUE OVERVIEW

Market

- MegasBlue is an extremely productive, high chill blueberry variety
- Working well for both fresh market and machine harvest

Offer

- MegasBlue is licensed for trials and commercialization in a number of key blueberry growing areas internationally
- For all MegasBlue licencing enquiries please contact Rupert - rupert@globalplantgenetics.com - see last page





MEGASBLUE REVIEWS

"We have been impressed with our trials of the MegasBlue variety and got to see the first berries in Europe last summer. The fruit size was exceptional and flavour really good. We're excited to have this variety in increasing plant volumes within our portfolio."

Stefan Belakov - Plants365

"We are very happy to be a licensed nursery for MegasBlue. We believe that this variety will be one of the most important mid-season blueberries which has been recently presented."

Marcin Wyka - Kusibab-Wyka

"If a grower is looking for high yield, quality fruit, machine harvestable and a vigorous plant, they should look at MegasBlue. It really set itself apart when growers were faced with redback, stemmy fruit and like pit falls. Although MegasBlue has fruit qualities for fresh, it really excels as a cultivar when machine harvested. Growers of MegasBlue should know that during the first few years, it is best to focus on your shape pruning. Once the plant structure is established, you'll have a nice upright vigorous plant. With that said, often I hear growers complimenting MegasBlue for its annual renewal of basal canes. It gives growers a nice selection when looking to replace older weaker canes. We look forward to our international markets getting firsthand experience with it."

Doug McCann - Oregon Blueberry Farms and Nursery



MEGASBLUE IN ACTION



[Click to play video](#)

LICENCE HOLDERS

MegasBlue blueberry can be purchased from the following licensees, according to territory:



Australia

info@anfic.com.au



Chile

rolando.garcia@synergiabio.com



EU, UK, Serbia, Russia, Ukraine,
Uzbekistan, Azerbaijan, Armenia

mw@kusibab-wyka.pl



EU

info@vivaimolari.it



EU

planasa@planasa.com



EU, Georgia, Kazakhstan

stefan@plants365.co.uk



EU, Serbia, Russia

info@schrijnwerkers.nl



Ukraine

oleg@ft.ua



Chile

contacto@sunnyridge.cl

GPG

If you are located in other territories and are interested in the MegasBlue,
please make contact with us for more information



GPG Blueberries



**Global Plant
Genetics Ltd[®]**
Where Quality Breeds Success

CONTACT US



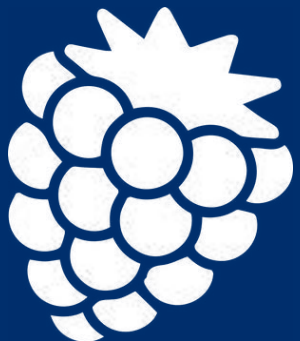
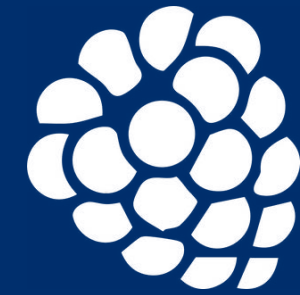
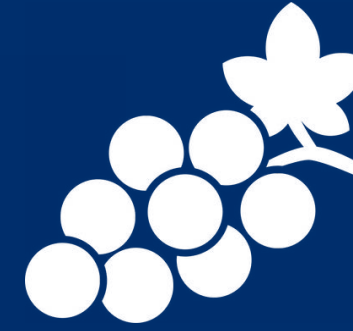
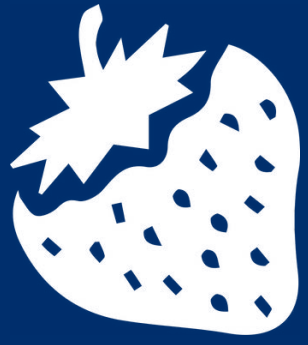
Rupert Hargreaves

+44 (0) 1485 210091

rupert@globalplantgenetics.com

www.globalplantgenetics.com





Global Plant Genetics Ltd[®]

Where Quality Breeds Success

www.globalplantgenetics.com