



Edition 9
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GPG Times

STRAWBERRIES UNIVERSITY OF CALIFORNIA DAVIS

Rupert Hargreaves

4kgs per plant from UCD Royal Royce. UCD Valiant and UCD Moxie are also doing exceptionally well, looking ideally placed to replace Cabrillo and Monterrey. This is encouraging news for the industry.

Excitement is brimming in some marketplaces as well for the short-day varieties, UCD Victor and UCD Warrior.

In the coming months, licences will be issued to nurseries for the extreme day neutral types, UCD Finn and UCD Mojo. At the same time, we will be looking at trial plants of the latest varieties, UCD Surfline, UCD Monarch, UCD Golden Gate, UCD Eclipse and UCD Keystone, recently launched in California.

Take a look at the video for more information.

The programme is making massive leaps forward in disease resistance and flavour profiling too, so if these genetics are not currently on your radar, you need them to be. We and the current growers are confident they will rapidly replace standard, older varieties.

GPG Times Video Exclusive From Rupert Hargreaves...

<https://youtu.be/0YiB4tG-0EO>

"We're grateful for the opportunity to partner with Global Plant Genetics and UC Davis as a sub-licensed strawberry propagator in Australia. Our customers have access to UCD Royal Royce, UCD Moxie and UCD Valiant in commercial volumes and UCD Victor in trial quantities from 2024 onwards. We're seeing very encouraging performance across our 2023 trials over a broad range of locations. In particular, UCD Moxie has impressed with early season yield and exceptional flavour, Royal Royce is marginally later but looking very strong into mid-season together with very firm fruit and Valiant has shown very large fruit size together with impressive flavour."

Jack Beattie - JCLM Farming jclmfarming.com.au



Morocco

Blueberries Consulting International Seminar

Soufiane Lahtati-Belkas

I was delighted to be invited to present at the Blueberries Consulting International Seminar in Agadir, Morocco in September. The event brought together a wide range of important players from the international blueberry sector. My presentation focused on the improved blueberry varietal offer from Global Plant Genetics, specifically our low-chill and evergreen types for use in warmer climatic regions.

During the conference, there was a great deal of interest in our genetics. For example, Tropical Blue, the extra early, zero-chill variety is now being planted on a wider scale within the country as it hits an important supply window at the beginning of the season. In addition, we are licensing a number of other varieties in the territory as well as setting up tests with even newer selections.

Our constant aim is to deliver improved blueberry genetics to growers and fruit exporters within the country and I am pleased to report that the results are proving to be very successful.



IP Update

Iulia Negoita

It seems that over the last couple of weeks, our main focus here at GPG has been around the National Listing (NL) and commercial registrations in a vast set of territories across the globe for various genetics of the breeding programmes we are proud to represent.

Excellent news from Turkey and Egypt regarding the 5 strawberry cultivars from University of California, Davis (UCD Royal Royce, UCD Moxie, UCD Valiant, UCD Victor and UCD Warrior). In Turkey, the 5 strawberry cultivars have been entered on the National List in addition to the PBR filed back in 2021 and in Egypt, both PBR and NL have been granted as informed by our agent earlier this month.

We have also made huge progress with commercial registrations for these 5 strawberry cultivars in South American territories: Brazil, Argentina and Colombia.

At the moment, we are advancing the PBR process in Ecuador with the last stage to be completed (finalised DUS reports being taken over) before the grant of PBR certificates.

We are also progressing with setting up the DUS trials in Chile and by doing that, we are completing stage 2 of the PBR process in territory. For the next couple of months, we are looking to complete various National Listing registrations for University of Georgia blueberries, James Hutton raspberries and UC Davis strawberries.

We are also advancing with PBR filings on behalf of University of Georgia for their blueberry genetics (Tropical Blue, Sweet Duchess, Early Duchess, Blue Duchess, Gladiator, Maverick and Royal Blue) in Tunisia, Zambia, Mexico, Peru, Chile, Ecuador and Uruguay and finalising the PBR filings on behalf of James Hutton and their genetics Skye, Lewis and Glen Mor in Canada, Mexico, Peru, Turkey and Serbia.

PBR (Plant Breeders Rights)
DUS (Distinct, Uniform and Stable)

Introducing...



Communications & Marketing

As GPG continues to make great progress, our commitment to growth and excellence extends beyond just our varieties - it encompasses our entire ecosystem, including our team, knowledge and stakeholders. In this time of evolution, we proudly present the GPG TECHhub—a groundbreaking initiative designed to be the hub of knowledge within our community.

The TECHhub is more than just information; it serves as a comprehensive knowledge base of technical data and updates, including everything from crop best practices, insightful blog posts, to case studies and streamlined order processes for optimal plant production.

The TECHhub is not only an expanse of data; it is a space where the wealth of knowledge we've collected is shared with all GPG stakeholders. As we strive for excellence as a leading plant IP company, the TECHhub is a database of valuable information for our valued breeders, licence holders and stakeholders.

GPG is growing the community where information comes to life through elements such as live Q&A sessions and real-time discussions on the latest advancements in the field.

In this edition of GPG Times, we offer you a glimpse of our new TECHhub, featuring powerful insights into the Von Blackberry and its optimal picking times, alongside details of plant ordering timelines.

As we embark on this journey of shared knowledge, we invite you to immerse yourself in the TECHhub—an ever-expanding source of information, innovation, and collaboration.

It is imperative to maximize yields with other varieties. This document is to provide a range of sources. As ever, it is important to manage where necessary to produce the best results in your own conditions.

In order to produce the best quality Von long cane plants, there are a number of stages involved. These are detailed below with additional details included next time.

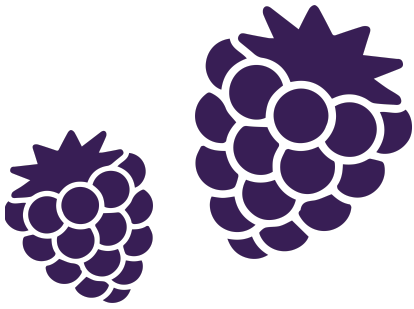
Consider larger blocks or blocks tailored to these rootstocks, especially where.

Where GRN 1 is irrigated look to reduce in the autumn (late August into September) to a



Von Guide

Jamie Petchell



As a premium eating blackberry variety, it is important to harvest the Von berries at their optimum stage for maximum flavour and shelf-life aspects.

In the same way as all cultivated blackberries, Von berries develop from flowers to green fruit, then red before turning to their distinctive, shiny black colour.

The black fruit moment can be further categorised into four ripeness stages, as depicted below...

Von Blackberry – Fruit Harvesting Guide

- As a premium eating blackberry variety, it is important to harvest the Von berries at their optimum stage for maximum flavour and shelf-life aspects.
- In the same way as all cultivated blackberries, Von berries develop from flowers to green fruit, then red before turning to their distinctive, shiny black colour.
- The black fruit moment can be further categorised into four ripeness stages, as depicted below.
- As progress is made from stage 1 to 4, perceived eating quality improves as the berries become sweeter, less acidic and with an improved mouthfeel.

1 Berries are completely black with drupelets that are firm and unswollen

2 Berry colour remains back and the drupelets have started to swell

3 Berries are still black with semi-swollen drupelets

4 Berries continue to have their attractive, black colour and the drupelets are fully swollen

The optimum harvest stage needs to be assessed by individual growers with time and distance to market being key factors under consideration. For example, stage 4 provides the best eating quality with adequate shelf life for national markets. Where export shipping is required, it may be necessary to harvest at an earlier ripening stage.

Two other key fruit quality aspects possessed by Von blackberry are an extremely low incidence of red cell post-harvest and a low seed number within the berry, making for an excellent eating experience. Von blackberry has increased its production in a wide range of growing systems.

COMING SOON...

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This document is regularly reviewed for updates. V1 October23

Von Developments

Jamie Petchell

Blackberries are generally recognised as the smallest player of the four main berry segments. In fact, statistics bear this out and despite there having been almost a doubling in global production of fresh blackberries over the past two decades, the crop still has significant growth opportunities. In most developed global markets, fresh blackberry sales account for 5-10% of the overall berry category, again suggesting room for much greater growth.

One of the buzz phrases in the berry industry over recent years has been “better-tasting blackberries”. This term is attributed to a small number of varieties that can now be found on retailer shelves and that have taken significant market share from traditional cultivars. Many people associate blackberries with a “tangy” flavour that is a result of elevated acidity levels within the berries of these traditional types...

The better tasting varieties either have higher levels of sweetness (Brix), lower acidity or both when compared to older cultivars, or indeed wild types of bramble from hedgerows.

The aim of these better tasting blackberries is to deliver an improved eating experience to the consumer and lead to more regular purchasing within the household. Now that we have a number of these varieties available to the industry, there is real opportunity for significant growth in the consumption and therefore production of blackberries. The average annual global increase in blackberry production from 2000 to 2020 was 3.4%. The proliferation of improved eating varieties could mean that we will see this growth dramatically increase in the next 5-10 years.

At GPG, we are excited to be playing our part in this improvement in the eating quality of blackberries with our variety, Von. Bred at NCSU by Dr. Gina Fernandez, Von blackberry was selected for a range of improved characteristics, including taste, yield, quality, size and shelf-life. Since that stage, Von has been tested and now grown on a commercial scale by growers around the globe.

One of the first proponents of the commercial production of Von for the supply of fresh blackberries to retailers was The Greenery in the Netherlands. The Greenery has an exclusive licence from GPG for Von blackberry production in the Benelux countries. Since their initial tests with the variety where its development potential was first identified, they have put in a huge amount of technical development work with Von.



This has led to increased yields over a longer season of supply and the variety is marketed under the company's premium brand "Sweet and Sunny". This branding is testament to Von's excellent flavour and long shelf life.

Together with The Greenery, GPG hosted two Von Blackberry open days. These very much showcased Von at its best.

The open days had two main areas of focus; nursery production of young plants and long canes as well as commercial fruit production. Further, we were able to take in the latest trials with Von blackberry at Delphy. As with all berry fruit production, it is important to start plantations with high quality plant material. The Von blackberry has shown that it is well adapted to production from frozen long canes. One of the major benefits of this production system is that it extends the potential season of supply from a natural 4-6 weeks up to 6 months or more from the same climatic and growing conditions. As a result, using a combination of warm and temperate climates in the same Continent can mean a full 12-month supply of excellent quality Von blackberries.

Those attending the open days were from varying sectors of the blackberry industry and included growers, nurseries, fruit marketing businesses, consultants and researchers. By joining the programmes, each group was able to gain great knowledge of Von and which production methods to employ in order to maximize its potential on a global scale.

Maverick & PERU

Rupert Hargreaves

It has to be said that Peru is having one of its most challenging years in blueberry production with El Niño creating havoc with production volumes throughout the country. General speculation is that production overall is down 20-40%, some are painting a worse picture.

There is an upside. The price returned by retailers for blueberries is considerably higher than ever imagined and demand has exceeded supply. People want to buy blueberries and are willing to pay. This point has been well and truly proven now as demand continues to increase internationally. The total effect of all of this is yet to be seen until the season ends.

We have also seen some blueberry varieties underperform, even on a devastating scale for some growers. This has opened many people's eyes to the need for new genetics and new genetics lines. We could not be more excited with what we have seen of our blueberry genetics at in Peru with varieties such as Maverick and Royal Blue to name but two.



Maverick produced an exceptional yield as an evergreen crop. The fruit came very early and then the same plant came back into almost full flower, from which there has been a second crop in the same season.

Is Maverick El Niño proof? Well, that might be an over strong statement, but from what we have seen, it is incredibly exciting... and demand for plant material next season is demonstrating that. The fruit are consistently 17-19 mm in size, holding a perfect bloom while stored for 60 days. At this point, the berry still eats with a great crunch.

There is strong expectation that Maverick will make the premium category in all international markets.

There are of course other great varieties coming from the programmes, many of which are being planted in grower trials for the first time this season.

With such a high percentage of the current Peruvian production in underperforming varieties, the space is wide open for new varieties, and we honestly could not be happier with Maverick and a number of other varieties and selections we have coming to market.

Excellent varieties that are showing all their potential in Peru. Maverick overall has incredible growth and production in the most affected El Niño area.

Must see it!!

Roberto Aylwin

Fresh Results



Maverick

Licence Holders

Fresh Results

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Maverick is an early variety that has demonstrated excellent performance in this difficult El Niño year. In most varieties, high bud dormancy occurred, but Maverick did not exhibit such issues, due to all of its productive potential. Despite flowering that occurred in weeks 8 - 10 accompanied by rain and high temperatures, flower induction was not affected and the plant was able to maintain a balance across the whole phenological spectrum of buds, flowers, pre-set fruits and fully developed berries.

Regarding yields on plants one year from planting, the variety has produced between 2-2.5 kgs / plant, accumulated up to week 44 and we still calculate to obtain a further 0.5kg. The calibre is large with a high percentage of 18-20mm diameter berries and with an average fruit weight of 2.5g.

In terms of quality parameters, what stands out the most is the firmness of the berry. In storage tests after 25 days, it maintains 80% firmness and the Brix degrees increase, thus making it very palatable for the customer (Brix 12.5% and Acidity of 0.9).

In addition, it has no dehydration problems with an 8-day harvest frequency in the field and also without scarring problems.

In terms of plant structure, it has vigorous shoots with a high fruit load. Furthermore, it divides on its own and there is no need to perform the type of pruning that other varieties often require. With all of these characteristics that the Maverick variety presents, we consider that it is very tolerant to the adverse conditions, such as those in this season in Peru.

Jorge Mariñas Vega

Viveros Genesis

New Blueberry Supply Chain in India

Rupert Hargreaves

Global Plant Genetics and FD Berries have concluded a blueberry licensing and supply chain agreement for India. The new agreement will allow FD Berries to grow and license to third-party growers under contract some of the world's very best evergreen and low-chill blueberry genetics. FD berries have made a substantial investment in tissue culture and nursery facilities of the most modern standards, allowing the highest quality plants to be introduced of the new varieties into the rapidly emerging market.

" The new blueberry varieties from Global Plant Genetics offer everything we as growers and shippers are looking for in terms of productivity, size, firmness, shelf life, and, most importantly, flavour. Having seen this genetics portfolio in a number of locations, I am convinced we will positively lead the blueberry sector in India "

Sam Ahilan FD Berries

FD Berries India Private Limited, a member of the FibreDust family, will undertake the operation of its cultivation facilities, contributing significantly to the augmentation of blueberry supplies in the Indian market. By nurturing blueberries in premium substrate, the company is making strides to cater to the ever-growing appetite for non-native fruits in India.

Sam Ahilan, President of FibreDust LLC, remarked, "Our collaboration with Global Plant Genetics represents a monumental leap forward for FD Berries India. The premium blueberry varieties will undoubtedly enrich the spectrum of blueberry choices available to Indian growers, facilitating the cultivation of high-quality blueberries that are not only abundant but incredibly flavourful."

"FD Berries India is positioned to harness its advanced tissue culture facilities and cultivation capabilities to propagate and distribute these sought-after blueberry varieties to Indian growers. With the introduction of GPG genetics, the company envisions diversifying blueberry cultivars across India and expanding the overall growth of the blueberry industry."

Satheesh Rao
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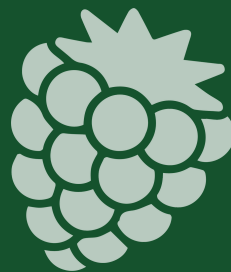
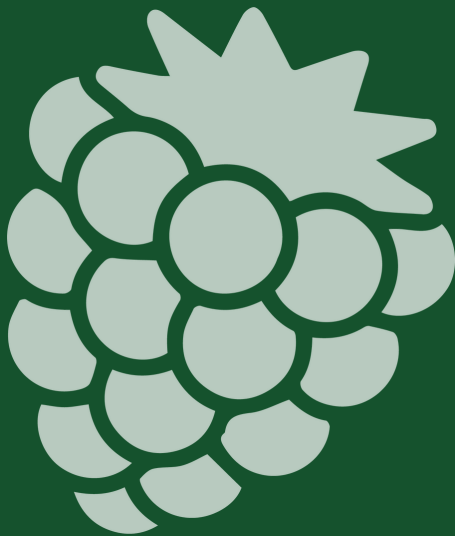


AND FINALLY...

The human race has been eating blackberries for thousands of years. In fact, archaeological digs often unearth blackberry seeds within human waste.

If they were good enough for our predecessors, they are certainly good enough for us now!

Jamie Petchell



Connect with us!

