

5 NEW University of California, Davis Strawberry Varieties Added to GPG Portfolio

Rupert Hargreaves

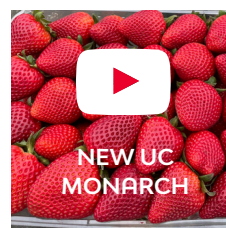
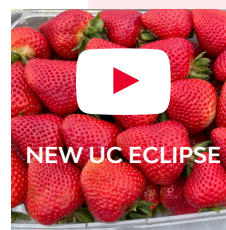
January 1st 2025 will see 5 new strawberry varieties being licensed by GPG to international strawberry nurseries. The process is that the strawberry industry in the USA has 2 years of exclusivity before new varieties can be licensed outside the country.

There has been much talk about the NEW "UC Eclipse series" which comprises of 3 day-neutral and 2 short-day types. Leading the way is UC Eclipse named as an extreme day-neutral, lending itself to summer planting and therefore season extension opportunities in many parts of the world. Interest in this variety is very high in California and internationally, we are already having huge interest. The exceptional yields of over 4 kgs per plant in some trials have certainly set a new benchmark for the industry. The day-neutral series includes UC Golden Gate and UC Keystone, again offering great yields, firm fruits and improved disease resistance.

The 2 new short-day varieties UC Surfline and UC Monarch are very exciting for the programme. UC Surfline is creating the most interest at this early stage as it is very early and will be well-positioned to compete with early varieties from other programmes. We are seeing great interest in the main short-day growing regions for early fruit production such as Spain, Morocco, Egypt and Australia, amongst others. UC Surfline is complemented by UC Monarch with both varieties offering much needed improvement in terms of disease resistance, fruit quality and productivity.



[NEW UC Brochures HERE](#)



GPG Times Exclusive Videos...

<https://www.youtube.com/GlobalPlantGenetics>

While today much of the industry is dependent on the legacy varieties such as San Andreas and Monterrey, we are rapidly seeing some markets moving towards the Royal Royce series. The opportunities with these 5 new varieties will add more value to our licenced nurseries and all stakeholders beyond that.

I believe this is the most exciting journey the University of California strawberry breeding programme has been on for many years, continually widening the gap from any competition.

Celebrating a Major Milestone: 300 PBR Filings

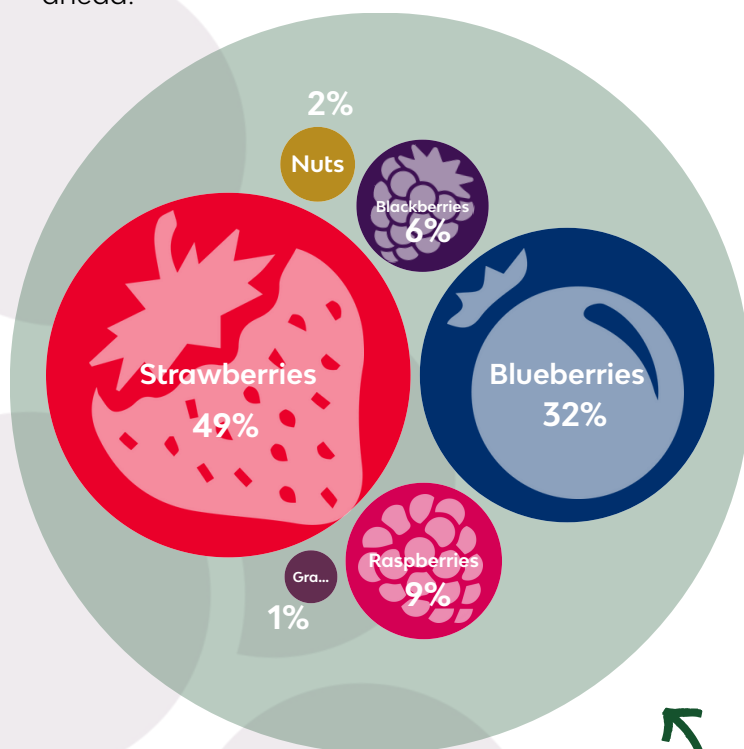
Iulia Negoita

We're starting this edition of GPG Times with some fabulous news! We're thrilled to announce an exciting milestone that was accomplished since our last IP update in the May GPG Times: our team has reached 300 Plant Breeders' Rights (PBR) filings! Shortly after this important celebration, more and more PBR filings got completed and got us as of today's date to an even more impressive number of 386 PBR filings in a very short time span.

This achievement marks a significant step in our commitment to innovation, client service and the protection of intellectual property in the plant industry. To put these numbers into perspective, 81,35% of the total PBR filings are represented by our main crops: strawberries & blueberries with the remaining percentage being a split between raspberries, blackberries, nuts and grapes.

Each filing represents countless hours of meticulous work—researching, documenting and ensuring that every detail meets the highest standards. This achievement not only underscores the trust our clients place in us to safeguard their genetics but also reflects the dedication and expertise of our team.

A huge thank you goes out to everyone involved in making this possible. Here's to continued growth, new opportunities and more milestones ahead!



% of Total PBR Filings

THE BERRY BROCHURE

Eloise McDowell

At Global Plant Genetics, we are dedicated to providing the highest quality fruit genetics to growers worldwide. Our mission is to empower growers with access to innovative, high-performance varieties that meet the demands of modern markets. This brochure showcases our portfolio of cutting-edge berry varieties, carefully selected for their exceptional yields, superior fruit quality, and adaptability to diverse growing conditions.

Inside, you will discover detailed information on each variety's unique attributes, from disease resistance and extended harvest seasons to outstanding flavour profiles and post-harvest durability. Whether you're looking for varieties that excel in substrate or soil production, for organic or conventional systems, we have options that deliver exceptional results across a variety of climates and environments.

Our team of expert breeders and agronomists work closely with growers to ensure that each variety offers the perfect balance of productivity, quality, and profitability. We understand the challenges of modern agriculture, and our goal is to provide you with the tools to maximize yields and streamline production while consistently delivering top-tier fruit to market.



[VIEW HERE](#)

Tropical Blue Blueberry Highlight

Eloise McDowell

The Global Plant Genetics' (GPG) world-class blueberry portfolio continues to gain impressive traction across diverse growing regions worldwide, spanning from high-chill climates to tropical areas. As consumer demand for blueberries grows, fuelled by exposure to improved varieties, compelling health benefits, and trending social media content, the market for these berries is projected to continue its remarkable expansion. To meet the evolving needs of the entire supply chain, staying ahead with cutting-edge blueberry varieties remains paramount.

In our mission to expand and promote our exceptional blueberry portfolio through various channels, we have established a dedicated space for those eager to stay informed about all things GPG blueberries. Enter the GPG Blueberry TECHhub Channel on WhatsApp—a dynamic communication platform designed to provide the latest updates, including photos, videos, and breaking news related to our portfolio. From grower insights to new articles featured on globalplantgenetics.com, the TECHhub Channel offers a comprehensive view of our ongoing innovations.



Ready to join this blueberry evolution? Become part of the journey here -
<https://whatsapp.com/channel/0029VabYeHJEAKWACald1S09>

Jamie Petchell

Tropical Blue is showing even greater potential in the upcoming Southern European fruiting season than we saw last year. The fruit quality in terms of size, crunch and flavour are already well-renowned as is the variety's early ripening time. At the beginning of 2024, Tropical Blue was providing significant commercial harvests from the end of January in the Spanish berry region of Huelva. This was from young plants that were less than one-year from planting. In total, those young plants yielded an average of 2.95kgs per plant, extremely high for such young material.

As the new fruiting season is approaching, we are excited to report that Tropical Blue started to flower around one month ahead of last year. As such, the first commercial crops are expected to be harvested in late December, a full month ahead of the last fruiting cycle. In addition, now that the plants are another year older, yields will also increase significantly.

We will update more as the Tropical Blue harvest gets underway, so please keep a lookout for these developments.



The University of California Licenses Legacy Strawberry Varieties to GPG

Rupert Hargreaves

September 2024 saw GPG sign exclusive strawberry licences for all of the legacy strawberry varieties from the University of California, Davis.

These contracts cover 12 protected varieties across 21 territories. This followed the well-documented termination of the previous international master licence contracts for the legacy strawberry varieties in May 2024.

The list of varieties includes: Benicia, Camarosa, Camino Real, Fronteras, Merced, Petaluma, Ventura, Albion, Cabrillo, Monterey, Portola and San Andreas for the following territories: Argentina, Brazil, Chile, China, Colombia, Ecuador, Egypt, EU, Israel, Jordan, Morocco, Peru, Poland, Switzerland, Turkey, UK, Uruguay.

Clearly as a business, we are delighted and indeed honoured to be adding these varieties to the UCD - Royal Royce, Valiant, Moxie, Victor and Warrior already under our management.

With the addition of these varieties, it has been a busy few months travelling to many countries meeting the nurseries, growers, distributors and lawyers. Maintaining the supply chain of these legacy varieties is crucial to all stakeholders in each country.

To give an example of the importance of these legacy varieties to the strawberry industry, South America is approximately 90% dependent on UC Davis varieties. The transition to the newer genetics will clearly add increased value in terms of productivity, fruit quality and consumer experience to all markets. In addition, new markets are being opened up and the sharing of industry and plant propagation techniques between continents is helping to drive improvements.



The strawberry industry continues to grow in every country in which we operate affording terrific opportunities for improved plant quality, better varieties and overall improvements to the consumers' purchasing experience.

San Andreas still dominates the day-neutral marketing in many countries, we will see this challenged in the short term by Royal Royce, Valiant and Moxie. Following this, we will start to trial the NEW (launching soon) day-neutral types from the upcoming UC Eclipse series - Eclipse, Golden Gate and Keystone with our international clients.

All early indications in the short-day market are showing Víctor and Warrior taking strong positions in many territories with all eyes on the NEW (launching soon) short-day varieties from the UC Eclipse series - Surfline and Monarch.

My view is that the UC Davis programme is in the strongest position it has been in for many years. Supported by industry-leading breeders and implementing cutting-edge science, I see the dominant position the University of California has increasing further its market share in the coming years.



The Latest From South Korea & Australia

Jamie Petchell



Earlier in November, I travelled to South Korea and Australia. This trip afforded the opportunity to meet with key stakeholders within our berry and asparagus portfolios, including existing licensees and customers as well as potential new partners. In addition, being on the ground in both countries was the ideal way to learn more about their berry and asparagus industries in today's world.

Our berry and asparagus portfolios include varieties that are adapted to production in the major growing locations within both countries. The strawberry varieties from the UC Davis programme were high on the agenda in many of the meetings. Despite a relatively medium-sized population of 51.7m people, strawberries are extremely popular in South Korea. In numbers, this equates to the consumption of over 200,000 metric tonnes within the country annually; a shining example for other territories where consumption is relatively lower.

In approximate terms, this is double the volume per person than in the UK. High and low chill blueberries were also an important part of my meetings and expect to see some updates from us soon with regards to new varietal developments for South Korea.



In Australia, discussions involved a wider range of our varietal offer both on the mainland and in the island of Tasmania. Australia has a number of differing production climates for berry and asparagus production, often meaning that year-round production is possible across the whole country. These varying climatic regions mean that different types of variety are needed according to the location. For example, short-day strawberry varieties are more common in Queensland with day-neutral types the mainstay in Tasmania.

I was able to spend time with our existing strawberry licence holding nursery businesses and get the latest on the performance of varieties such as the short-day "Victor" and "Warrior" as well as the day-neutrals "Moxie", "Royal Royce" and "Valiant".

It was exciting to hear of their improved performance as both plug and bare-root plants in several locations. Other meetings covered asparagus, blackberries, blueberries and raspberries, all in territory and making strides in terms of a consistently improved offering to retailers and consumers.

There will be a whole range of exciting developments from both countries in the coming months and years, so stay tuned to us here at GPG to get the latest information.

AND FINALLY...

Blueberries can be used as a natural fabric dye... or even paint (used 1000's of years ago!)

Eloise McDowell

Connect with us!

