



New Zealand Blueberry Licensing Platform

Contact:

Luke Merson

Business Development Manager

+64 6 975 8902

luke.merson@plantandfood.co.nz

COPYRIGHT

© COPYRIGHT (2021) The New Zealand Institute for Plant and Food Research Limited, Private Bag 92169, Victoria Street West, Auckland 1142, New Zealand. All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, transmitted, reported, or copied in any form or by any means electronic, mechanical or otherwise without written permission of the copyright owner. Information contained in this publication is confidential and is not to be disclosed in any form to any party without the prior approval in writing of the Chief Executive Officer, The New Zealand Institute for Plant and Food Research Limited, Private Bag 92169, Victoria Street West, Auckland 1142, New Zealand.

DISCLAIMER

Unless agreed otherwise, The New Zealand Institute for Plant and Food Research Limited does not give any prediction, warranty or assurance in relation to the accuracy of or fitness for any particular use or application of, any information or scientific or other result contained in this report. Neither Plant & Food Research nor any of its employees shall be liable for any cost (including legal costs), claim, liability, loss, damage, injury or the like, which may be suffered or incurred as a direct or indirect result of the reliance by any person on any information contained in this report.





**Plant & Food
Research**

Rangahau Ahumāra Kai

Plant & Food Research is a New Zealand science company delivering products, IP and technology designed to grow competitive advantage for clients in the horticulture, wine, cropping, seafood and associated high value food sectors worldwide. The company has more than 600 specialist research staff based in New Zealand and Australia, as well as global relationships with leading academic institutions, R&D organisations and commercial companies.

www.plantandfood.co.nz



Fall Creek Farm & Nursery is a US-based blueberry nursery and breeding company with a 30 plus year history of providing premium blueberry nursery stock to commercial fruit growers, nurseries, marketers and retailers worldwide. Since the 1990's Fall Creek have been involved in new variety selection, evaluation, and trialling both within their own private breeding programme and in association with breeding programmes around the world to bring together the best varieties for the industry.

www.fallcreeknursery.com

A blueberry opportunity for New Zealand

Plant & Food Research and Fall Creek Farm & Nursery LLC each operate successful blueberry breeding programmes. These programmes deliver a broad range of outputs including low chill southern highbush varieties, traditional northern highbush varieties, and late season rabbiteye varieties.

Plant & Food Research representing its own varieties, and as Australasian agent for the Fall Creek Farm & Nursery varieties, is now launching what we call the 'Blueberry Licensing Platform' in New Zealand. This platform offers nurseries and growers New Zealand wide the opportunity to directly licence with Plant & Food Research to obtain New Zealand rights to a range of new proprietary varieties from these programmes.



We believe the varieties will have potential in New Zealand for a range of environmental conditions and harvest windows.

There will be a total of eleven blueberry varieties that are available to be licenced. There are quantities of these plants being bulked up for small plantings for licenced growers this 2021 season.

Plant & Food Research Varieties:

- 'ZZ04115'
- 'ZZ04120'
- 'ZZ04062'

Fall Creek Varieties:

- 'Blue Ribbon'
- 'Clockwork'
- 'Cargo'
- 'Top Shelf'
- 'Overtime'
- 'Ventura'
- Valor™ ('ZF08-070')
- 'Last Call'

A number of these varieties have been successfully commercialised in other parts of the world and some are promising advanced selections. New Zealand plant variety rights applications have either been granted, or filed by Plant & Food Research.

Plant & Food Research and Fall Creek Farm & Nursery believe that these varieties represent a significant opportunity for parties seeking to make an impact in proprietary blueberry production and marketing from a New Zealand base.



Plant & Food Research intends to offer the varieties to both growers and nurseries via a non-exclusive licensing platform. What does that mean? It means that if you are a grower and you are interested in one, some, or the full suite of varieties then you can complete an expression of interest form and return it to Plant & Food Research, and we will in turn send you one or two licences, one for the Plant & Food Research owned varieties, and another for the Fall Creek Farm and Nursery Varieties as appropriate for the mix of varieties.

For Growers, the scope of the licence is summarised as follows:

- the non-exclusive licence for the commercial cultivation of plants of the Varieties for the purposes of fruit production in New Zealand; and
- the non-exclusive licence for the marketing and sale of fruit produced by the Grower throughout the world.

The anticipated licencing term will be for the productive life of the plants licensed. As consideration for the granting of this opportunity royalties based on plants planted and a percentage of the net sales value of fruit will be payable as part of the licensing arrangement. Growers interested in evaluating these varieties will proceed straight to commercial licence for this opportunity. Licenced growers will be advised the licensed nurseries where they can place orders for plants for future plantings beyond the small quantity available through the expression of interest process in 2021. Licensed nurseries will be advised the licensed growers they can take orders for plants from.

As consideration for the granting of this opportunity royalties based on plants planted and fruit sales value will be payable as part of the licensing arrangement.

The varieties





		Season	Size	Qualities	Habit
'ZZ04115'  Plant & Food Research Rangahau Ahumāra Kai	Southern Highbush	 Early-mid	 19mm  3.2g	Very large, very firm, medium sweet to tart, stores well	<ul style="list-style-type: none"> Semi-upright Spreading Medium vigour
'ZZ04120'  Plant & Food Research Rangahau Ahumāra Kai	Northern Highbush	 Mid	 17.6mm  2.6g	Large, firm, balanced flavour, juicy	<ul style="list-style-type: none"> Semi-upright to upright Vigorous
'ZZ04062'  Plant & Food Research Rangahau Ahumāra Kai	Southern Highbush	 Early-mid	 18.3mm  3g	Large to very large, consistent quality, crisp skin and pleasing texture	<ul style="list-style-type: none"> Upright



The varieties

		Season	Size	Qualities	Habit
'Blue Ribbon' 	Northern Highbush	 Early-mid	 18.1mm  2.4g	Large, light Blue, Firm, Sweet, Fruity	> Spreading > Long Laterals
'Clockwork' 	Northern Highbush	 Mid	 15.5mm  1.6g	Medium, firm, medium blue, intense berry flavour	> Extreme upright > Narrow crown
'Cargo' 	Northern Highbush	 Late	 15.1mm  2g	Large, light blue, firm, tart/juicy	> Upright > Narrow crown > Vigourous
'Top Shelf' 	Northern Highbush	 Mid	 21mm  3.2g	Very large, sky blue, firm, juicy, tropical flavour	> Vase shape > Large caliper canes
'Overtime' 	Rabbiteye	 Very late	 13.1mm  1.6g	Medium to large, very light sky blue, firm, sweet, pleasant	> Fairly upright > Vigourous
'Ventura' 	Southern Highbush	 Very early	 17mm  2g	Large, medium blue, firm	> Upright growth > Extremely vigorous
'Valor™' ('ZF08-070') 	Northern Highbush	 Mid	 14.5mm  2.5g	Uniform fruit, medium firmness, reliable yields	> Upright > Medium to high vigour
'Last Call' 	Northern Highbush	 Very late	 18.1mm  2.2g	Large, light blue, meaty, "classic" blueberry flavour	> Extremely vigourous > Upright > Thick canes

‘ZZ04115’

		Season	Size	Qualities	Habit
‘ZZ04115’  Plant & Food™ Research <small>Rangahau Ahumāra Kai</small>	Southern Highbush	 Early-mid	 19mm  3.2g	Very large, very firm, medium sweet to tart, stores well	> Semi-upright > Spreading > Medium vigour







An as yet unreleased selection in New Zealand, 'ZZ04115' is an exciting new mid season Southern Highbush. The very large, juicy and firm fruit appear well suited to hand harvest from the semi-upright to spreading bush. The flat fruit have a medium sweet to tart flavour and store well maintaining their flavour and great texture. 'ZZ04115' appears to display good tolerance to anthracnose.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: granted

‘ZZ04120’

‘ZZ04120’  Plant & Food™ Research <small>Rangahau Ahumāra Kai</small>	Northern Highbush	 Mid	 17.6mm  2.6g	Large, firm, balanced flavour, juicy	> Semi-upright to upright > Vigorous








An as yet unreleased selection in New Zealand, 'ZZ04120' is an exciting new mid season Northern Highbush. With a similar harvest season to 'Brigitta' but observed to have improved fruit quality, 'ZZ04120' has large, firm, juicy, flavourful fruit. Fruit of 'ZZ04120' are well displayed on the outside of the semi-upright to upright bush. 'ZZ04120' appears to display good tolerance to anthracnose.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: granted



‘ZZ04062’

		Season	Size	Qualities	Habit
‘ZZ04062’  Plant & Food™ Research <small>Rangahau Ahumāra Kai</small>	Southern Highbush	 Early-mid	 18.3mm  3g	Large to very large, consistent quality, crisp skin and pleasing texture	 Upright




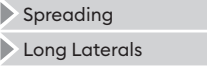


An as yet unreleased selection in New Zealand, 'ZZ04062' is an exciting new mid season Southern Highbush. In trials to date 'ZZ04062' has consistently delivered a high yield of good quality large round/oblate fruit with a moderately sweet flavour which maintains excellent juiciness and texture after storage. With an upright habit and narrow crown 'ZZ04062' warrants machine harvest assessment.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: granted

‘Blue Ribbon’




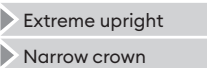
		Season	Size	Qualities	Habit
‘Blue Ribbon’ 	Northern Highbush	 Early-mid	 18.1mm 2.4g	Large, light Blue, Firm, Sweet, Fruity	



Aptly marketed as 'Blue Ribbon', in the US, for its exceptionally flavourful fruit, this variety also offers high yields and excellent post harvest shelf life. 'Blue Ribbon' was one of the highest producers in 2010, 2011, 2012 and 2013 at Fall Creek's research farm. This early to mid season Northern Highbush variety, which has a mid to high chill requirement, was released in the US primarily for the hand-harvest, fresh market. Its berries are easy to pick and ripen through multiple harvests.

Plant material status: available upon order following entering of licence
New Zealand PVR status: filed

‘Clockwork’








		Season	Size	Qualities	Habit
‘Clockwork’ 	Northern Highbush	 Mid	 15.5mm 1.6g	Medium, firm, medium blue, intense berry flavour	



‘Clockwork’ shows great promise as a machine-harvestable blueberry for the process market. This high chill, mid-season, Northern Highbush variety offers a highly concentrated ripening and a bush shape (upright growth and narrow crown) that is ideal for machine harvesting. When fully ripe, ‘Clockwork’ has a very high Brix and an intense aromatic flavour. ‘Clockwork’ may be a great candidate for the IQF market because of its exceptional flavour and texture retention after thawing.

Plant material status: available upon order following entering of licence
New Zealand PVR status: filed

'Cargo'

		Season	Size	Qualities	Habit
'Cargo' 	Northern Highbush	 Late	 15.1mm  2g	Large, light blue, firm, tart/juicy	 Upright  Narrow crown  Vigorous



As its name implies, 'Cargo' offers extraordinary fruit yields. It's a late season, high chill, Northern Highbush variety suitable for both fresh and processed use. 'Cargo' offers excellent machine harvest characteristics including narrow crown, upright habit and easy release berries. Initial tests show the fruit maintains flavour and firmness throughout cold storage which is good for fresh market and it may also be well suited to IQF.





Plant material status: available upon order following entering of licence

New Zealand PVR status: filed





‘Top Shelf’

		Season	Size	Qualities	Habit
Top Shelf' 			 21mm 3.2g	Very large, sky blue, firm, juicy, tropical flavour	> Vase shape > Large caliper canes



‘Top Shelf’ is recommended primarily for fresh markets with its incredibly firm, jumbo-sized and tropical flavoured berry with a very nice acid/sugar balance. The fruit is well-suited to hand harvest but may also be a great choice for mechanical harvesting as well. ‘Top Shelf’ looks to be a mid-chill variety and could be well-suited for areas such as Northern California and North Carolina in USA. ‘Top Shelf’ is easy-to-prune and offers sturdy upright growth.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: filed

'Overtime'

		Season	Size	Qualities	Habit
'Overtime'	Rabbiteye	Very late	13.1mm 1.6g	Medium to large, very light sky blue, firm, sweet, pleasant	Fairly upright Vigorous



Primarily a hand-harvest, fresh market variety, 'Overtime' is a late season, mid to high chill. Rabbiteye and can be a possible replacement for 'Powderblue' as a pollinizer for 'Ochlockonee' in the US. Recommended primarily as a hand-harvest fresh variety, 'Overtime's' berries are medium-sized, very light blue and offer excellent flavour.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: filed

'Ventura'

		Season	Size	Qualities	Habit
'Ventura'	Southern Highbush	Very early	17mm 2g	Large, medium blue, firm	Upright growth Extremely vigorous






'Ventura' is Fall Creek Farm & Nurseries' first Southern Highbush release. Its large, vigorous plant structure results in high yields of firm, light blue fruit with a sweet flavour and very mild acidity. 'Ventura' has performed well in both traditional and evergreening Southern Highbush production systems at Fall Creek's trial sites in coastal California, the San Joaquin Valley and Spain. 'Ventura' has a no or low chill requirement, and is primarily recommended for commercial fresh production.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: filed

Valor™ ('ZF08-070')

		Season	Size	Qualities	Habit
Valor™ ('ZF08-070') 	Northern Highbush	 Mid	 14.5mm 2.5g	Uniform fruit, medium firmness, reliable yields	Upright Medium to high vigour






Valor™ ('ZF08-070') is Fall Creek Farm & Nurseries' latest US release. Trials to date indicate this mid-season, similar or slightly later than 'Bluecrop', cold hardy Northern Highbush variety performs well with consistently reliable yields. 'ZF08-070' produces large to very large, medium firm, fruit which are initially tart but very sweet when fully ripe and suited to fresh or process uses.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: scheduled

'Last Call'

		Season	Size	Qualities	Habit
'Last Call' 	Northern Highbush	 Very late	 18.1mm 2.2g	Large, light blue, meaty, "classic" blueberry flavour	Extremely vigorous Upright Thick canes



'Last Call', a very late season high chill Northern Highbush, ripens in the same window as 'Aurora' and 'Elliot' in the US. Intended mainly for commercial fresh production and the high value late season market, this vigorous, upright bush produces high yields of large, meaty berries with a "classic" blueberry, slightly aromatic flavour. 'Last Call' is also recommended for processed fruit or local market growers wanting to extend their harvest season.

Plant material status: available upon order
following entering of licence

New Zealand PVR status: filed



A smart
green
future.
Together.

plantandfood.co.nz