



KRAEGE
INTERNATIONAL

Strawberryplants



MALLING CENTENARY Variety specs



M. Centenary

Yield



Size



Shelf Life



Colour

mid-red, very glossy

Taste

good ... very good

Comments

very attractive fruits,
suitable for all marketing channels,
susceptible to Xanthomonas, Phytophthora

Fruit quality

Rating: 1 – 9 (very good)

	Taste	Size	Colour	Presentation
Malling Centenary	6,2	large	mid-red glossy	8,3
Clery	5,5	large	mid-red glossy	7,3
Elsanta	5,7	large	mid-red glossy	7,3

– protected variety, head licence: Meiosis, UK

M. Centenary benefits:

- good to excellent taste
- very attractive, homogeneous fruits
- good yield with high percentaged Class 1 fruits
- very firm fruits
- early cropping with concentrated yield

Important notes:

- fruits darken slightly after 2 days of storage
- Slightly susceptible to Xanthomonas and Ph. Cactorum
- Flowers bloom above the foliage (protect from frost!)



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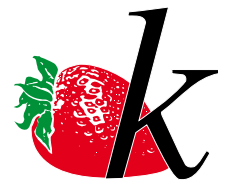
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MALLING CENTENARY



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Malling Centenary (EM 1764) is a new, early cropping variety from East Malling's breeding programme.

It is very unusual for us to present a variety we have only just seen as frigo material and under normal cropping conditions the year after. Normally we would content ourselves with giving a brief announcement of the new variety and then go on testing it for several years to make sure we only recommend what is likely to bear success for you.

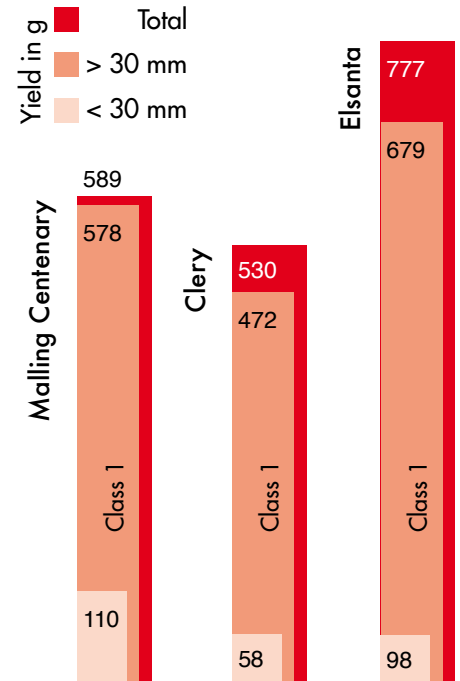
With Malling Centenary, this was all different. The fruit qualities of Malling Centenary convinced us in a way that we decided the risks would be manageable. What risks? Experience so far has told us that the variety is not very resistant to diseases. We noticed a susceptibility to Xanthomonas and Phythophthora. Moreover, the flowers blossom mostly above the foliage, so they need to be protected against blossom frost.

Arguments in favour of the variety are the early cropping period (M. Centenary crops at least 6 days earlier than Elsanta and only one day later than Clery) and a concentrated season. Yields we got in our breeding nursery ranged between those for Clery (+ 15%) and Elsanta (- 15%). Reports from England say that Malling Centenary scores good results in 60-day culture.

The berries are very firm. Shelf life results are significantly better than those for Elsanta. In England all supermarket chains have opted for Malling Centenary, without any restrictions.

Malling Centenary berries taste good or even excellent, with a nice strawberry flavour. Their colour is mid-red, a bit darker than that of Elsanta. The fruits tend to darken slightly in the cold store, which gives them a uniform red colour. This is something retailers have to accept. Otherwise Malling Centenary excels with its beautiful gloss. The berries are large and very, very regular in size. We got 98 % Class 1 fruits here – a result we've never had before!

This outstanding fruit quality recommends Malling Centenary for all marketing channels in strawberry production.



A class of its own: Malling Centenary fruits in the punnet

