

FRUITS NEWSFLASH

Flavor Fall plum promises dawn of new era in plum production and marketing in South Africa.

The 2010 season allowed Fruits to evaluate the storage and marketing potential of this exciting new plum variety on a semi commercial basis. The plum ripens 2-3 weeks later than Angelino (the current industry norm) and achieved excellent size (AA & AAA) under South African conditions. But in addition to being late, eating quality is unique for a late stone fruit.

The Fruits technical teams held tastings on Friday, June 11th 2010 of fruit that has been in storage for 8 weeks and held at shelf conditions for 1 week. Both keeping and eating quality was rated as excellent. The Fruits team will do further storage trials in 2011 to test the extension of shelf-life further through Smartfresh and controlled atmosphere storage.

Far East buyers shows great interest in the plum due to its large size and high pressures.

Flavor Fall will revolutionize the South African Southern Hemisphere position in that it will be offering availability of an excellent plum in terms of size and eating quality until the end of June to international markets. It will also allow the South African stone fruit producer to service the increasingly lucrative local market for almost 9 months of the year.

Flavor Fall is exclusive to Fruits. 47 hectares of the plum was planted until June 2010, with a further 50 ha planned for planting in 2011.

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