

GLOBAL BERRY CHALLENGES, OPPORTUNITIES AND THE GPG VARIETY PORTFOLIO

INTERNATIONAL SOFT FRUIT CONFERENCE

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GLOBAL PLANT GENETICS

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Agenda

- Personal Introduction
- GPG Introduction
- Global Berry Challenges
- Global Berry Opportunities
- GPG Berry Variety Portfolio
- Conclusions

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Personal Introduction



Soufiane Lahtati Belkas
Business Development Manager
Berry Variety Portfolio
EMEA

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GPG Introduction

- World-leading IP business in berry, asparagus, grape and nut crops
- Founded in 2015
- Privately owned by Rupert Hargreaves and Jamie Petchell
- Licensing, Protection, Commercialisation, Marketing, Royalty Collection, Policing on a global scale



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Current Berry Challenges & Opportunities


Global Berry Challenges

- 📌 Climatic issues
- 📌 Availability of efficient labour
- 📌 Rising production & labour costs

Global Berry Opportunities

- 📌 Berry market size increasing
- 📌 Higher quality blueberries
- 📌 New markets opening up
- 📌 Disease-resistant strawberries & raspberries
- 📌 Better-eating blackberries







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GPG Strawberries

📌 Breeder - UC Davis

Short-Day	Day-Neutral	Extreme Day-Neutral
📌 UCD Victor	📌 UCD Valiant	📌 UCD Finn
📌 UCD Warrior	📌 UCD Royal Royce	📌 UCD Mojo
	📌 UCD Moxie	



📌 5 new short-day / day-neutral types to be launched in 2025




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Variety Focus - UCD Royal Royce Strawberry

- 📌 Exceptionally high yields of marketable fruit
- 📌 Consistently produces large visually appealing fruit over a long growing season
- 📌 Produces fewer runners in berry production, resulting in lower production costs
- 📌 Long shelf-life fruit with good flavour and sugar-acid balance







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Variety Focus - UCD Valiant Strawberry

- 📌 An outstanding day-neutral cultivar for organic and conventional production systems
- 📌 Consistently produces high yields early in the growing season
- 📌 Highly productive in warmer environments where day-neutral cultivars thrive
- 📌 Very large, flavoursome, visually appealing fruit





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GPG Blueberries

Breeders -

- University of Georgia – low-chill
- Oregon Blueberry – high and low-chill

Low Chill Varieties

- Maverick
- Gladiator
- Tropical Blue
- Duchess Series

High Chill Varieties

- Titanium
- MegasBlue



- New selections in constant development



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Variety Focus - Maverick Blueberry

- Commercial plantation averaged 4.8 kg per plant 18 months after planting
- Consistently large attractive berries
- Demonstrates an ability to “evergreen”
- Good flavour profile
- Very firm and a good shelf life
- Fruit size 17 – 20mm in diameter



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Variety Focus - Tropical Blue Blueberry

- Exceptionally early
- Fruit size 16-22 mm in diameter with a great bloom
- Great, well balanced sugar acid flavour profile and crunch
- Season extension
- Yield - 3.5 - 5 KG per plant
- Firm berries with a good shelf life



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GPG Raspberries

- Breeder - James Hutton

Primocane

- Skye
- Lewis

Florican

- Glen Mor
- Glen Carron
- Glen Dee



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Variety Focus - Skye Raspberry

- Mid to late primocane
- Long cane is well suited to double cropping
- Excellent feedback on fruit quality
- Large fruit, highly productive, displayed well for easy picking
- Low acidity, sweet vanilla flavour



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GPG Blackberries

- Breeder - North Carolina State University
- Von Blackberry -
 - Better tasting
 - Long season of supply
 - Long cane plants



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Variety Focus - Von Blackberry

- Leading-Edge Blackberry that Delivers Superlative Flavour and Yield
- Combination of high Brix and low acidity make it a premium quality variety
- Long cane yields of 4-5kgs per pot
- Thornless canes that are easy to manage
- Von blackberry has an upright growth habit, making it easier to train



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Conclusion

- Current industry challenges are real
- Improved genetics have a key role in two areas:
 - Overcoming the challenges
 - Taking advantage of new opportunities
- Berry variety breeding has entered a new phase in the recent past
- Improved varieties to meet current requirements are available
- The GPG portfolio will play a key role in the industry development in the next 5 years

GPG

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Thank you for listening!

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The slide also features four white icons: a strawberry (top left), a raspberry (top right), another raspberry (middle right), and an orange (bottom left).