

IVU varieties of the Meda Group:

New early cherry varieties for Chile

Meda™ is a new group of early cherries developed by Marvin Nies during 50 years in California. And after 10 years of rigorous selections, today they arrive on the world market to provide growers with early, bigger size, firm, sweet and good post-harvest cherries.

The market expects a strong growth of Chilean cherry exports in the next years and for this reason it is essential to have new varieties that have good post-harvest characteristics and that also allow an earlier exit to the markets, ideally in October and November.

And so, after more than 10 years of research, a new group of early cherry varieties is available to Chilean farmers. They belong to the company International Varieties Unlimited (IVU) and have been developed thanks to the joint work between American breeders and Chilean nurseries and exporters.

"In 2009 we signed an agreement with Marvin Nies (PFVC LLC), a Californian who dedicated his entire life to developing cherry varieties. He developed materials essentially from Bing to take advantage of Bing's goodness and develop earlier varieties. His experimental orchard in California was a wonder: it was 80 acres and each tree was practically a different variety. In 2010, along with my partner in the United States, Richard Chavez, we began selection work with Marvin to begin developing varieties based on his knowledge and our commercial experience. Immediately we incorporated Chilean exporters such as Agrícola Garces so that based on their requirements and experience we could look for the varieties that best fit their needs.

The most adapted to our needs", says Alejandro Navarro, Director of International Varieties Unlimited (IVU) and owner of Viverosur in Chile.

"Initially we evaluated the varieties in the United States, putting a big focus on the post-harvest. The exporter Garces Fruit sent its technical teams to the United States and with a joint effort, we went from 80 initial varieties to only those with good post-harvest, size, great firmness, high brix and medium to long pedicels".

14 DAYS BEFORE SANTINA

Already in 2013-2014 we managed to obtain many varieties earlier than Santina in California and from 2015 - 2016 we are starting to validate some of them in Chile together with several local exporters. The professionalism of the technical departments of the Chilean exporters associated with this project was key in the development and evaluation of these new varieties. And so today we can offer the market four protected varieties, ranging from 14 to 3 days earlier than Santina and which have excellent conditions of post-harvest, size and condition.

The characteristics of the new varieties are: **Early:** all are between 3 and 14 days before Santina. In addition to the 4 varieties already

protected we have another group of varieties with the same range of precocity, even up to 3 weeks before Santina.

Firm: These are varieties of very high Durofel. All over 80 Durofel.

Size: they are from large to very large size, ranging from 28 to 36 mm, depending on the variety.

Firm pedicels.

Productive.

Post-harvest: They present excellent post-harvest from 4 to 6 weeks, ideal for export by sea.

EIGHT CHILEAN EXPORTERS

LICENSED THEM

The Meda Group's varieties have been licensed by eight Chilean exporters, who have been granted a minimum right to plant (600 hectares):

Garces Fruit, Copefruit, Frusan, Cerasus, Ranco Cherries, Chilfresh, LQ Fruits and Polar Fruit. In addition, International Varieties Unlimited has closed agreements with McDougall & Son (250 ha) in the United States, Manuel Raventós (100 ha) in Spain and is currently closing a deal in South Africa (100 ha).

"We already have agreements for 1,000 hectares worldwide, we are negotiating with a company in Italy as well. There are already more than 100 hectares planted in Chile and the commitment of the companies is to fulfill the committed hectares within 7 years. This year many farmers have called us asking about the varieties and we have invited them to talk to the exporters and to join this project," says Patricio Navarro, General Manager of the company IVU.

A PROMISING FUTURE

"We believe that these varieties will be a great contribution to Chilean fruit growing. They have great flavor, are not acidic and will enter into production on a date of great return and will help the exported companies to decompress their packaging. They are ideal for the early zones of the 6th, 7th and RM regions but can be developed



José Alejandro Navarro Díaz, Agronomist Engineer, University of Chile.



Patricio Navarro Leyton, Civil Engineer, University of Chile.



FOUR VARIETIES ALREADY AVAILABLE

The main qualities of these new varieties are the following:

MEDA REX (IVU-115)

- Early variety: 12 - 14 days before Santina
- Firmness 88 Durofel
- 22 Brix sugar (mahogany red)
- Post-harvest: Very good (35 - 40 days)
- Fruit: Size 28 - 30 mm
- Pedicel: Very firm, 2.8 - 3.0 cm long
- Production: high, production in spurs
- Alleles: S1S4
- Flowering time: Early
- Pollinating: Lapins
- Very promising variety, to date it competes directly with Royal



* IVU-115® Protected Variety



MEDA WOLF (IVU-105)

- Early variety: 3 to 5 days before Santina
- Firmness 85 Durofel
- 23 Brix sugar (mahogany red)
- Post-harvest: Very good (40 - 45 days)
- Fruit: Size 30 - 34 mm
- Pedicel: Very firm, 3.5 cm long
- Production: high, produces in spurs and one year branch
- Alleles: S1S3
- Flowering time: Early
- Pollinating: Lapins

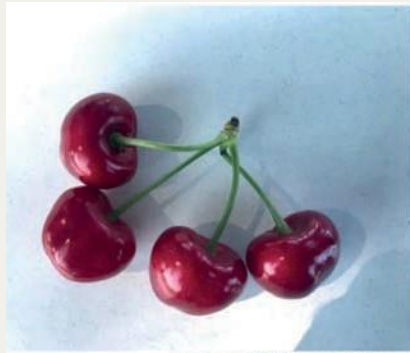


* IVU-105® Protected Variety



MEDA BULL (IVU-104)

- Early variety: 5 days before Santina
- Firmness 90 Durofel
- 24 Brix sugar (mahogany red)
- Post-harvest: Excellent (40 - 45 days)
- Fruit: Size 28 - 30 mm
- Pedicel: Very firm, 3 cm long
- Production: high, produces in spurs and one year branch
- Alleles: S1S3
- Flowering time: Early
- Pollinating: Lapins
- The Meda Bull (IVU 104) has a very low breathing rate and keeps extraordinarily well. It has no pitting, physiological disorders and when the post-harvest bag is shiny, it looks like it was just harvested.



MEDA TIGER (IVU-524)

- Early variety: 7 days before Santina
- Firmness 85 Durofel
- 20 Brix of sugar (mahogany red)
- Post-harvest: Very good (35 - 40 days)
- Fruit: Size 30 - 34 mm
- Pedicel: Very firm, 3.5 cm long
- Production: high, production in spurs and one year branches
- Alleles: S1S4
- Flowering time: Early
- Pollinating: Lapins



in the whole country. We are doing trials to determine the accumulation of chilling hours (CH) of these varieties in several locations in Chile, today we can say that some of them work

Some are 400 CH and others are 500 CH. We estimate, for example, that it might be possible to harvest them from mid-October in Ovalle, which would be spectacular because there are no cherries in

the world on that date. The cherry business in Chile is based on the post-harvest of our fruit and with these varieties we have generated new alternatives of excellent condition to access early markets.



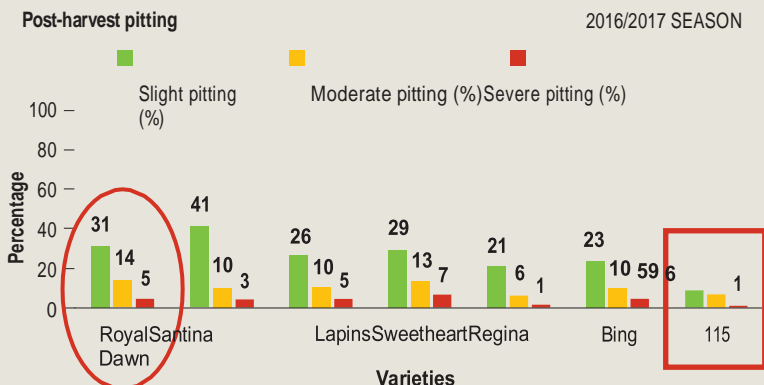
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We invite the producers to know our varieties and to access all the information we have generated in these more than 10 years of development", where Chilean exporters have done a great job to validate these varieties, what Chile sells is post-harvest = Quality and with this we will have a market for a while, concludes Patricio Navarro.



The variety IVU-115 was evaluated at 36 and 44 days and compared to Royal Dawn for being of the same or similar harvest date.

POST-HARVEST EVALUATION-IVU 115



POST-HARVEST EVALUATION-IVU 104

