Exciting new varieties!

Powered by van den Elzen Plants
Topics for today!

- Brief introduction to Van den Elzen Plants
- Exciting new varieties
- Ask me anything!
Established in 1956 by Jan van den Elzen, currently run by his sons Henk and Jos van den Elzen.

Over 60 years experience.

Propagation of Strawberry, Raspberry and Asparagus plants.

In total approximately 125 mio plants.

Close to 500 ha of open field production.

Of which 40 ha asparagus plants,
70 ha raspberry long canes and
50 ha tray plants.

Separate location for high health mother stock and tips (approx. 4,5 ha of glass house).

Success factors:

- Focus on propagation only, no production.
- Focus on detailed education programs to secure succession.

https://www.youtube.com/watch?v=iYjlkXZC5OU&feature=youtu.be
New varieties: LIMALEXIA

- June bearer, first introduction of Limgroup
- Comparable with Elsanta but higher yield, more flavour and bigger fruit size
- Suitable for all cultivation systems
New varieties: **SONSATION**

- Short day middle
- Compact plant with upright leaves
- Pollen quality excellent → very well fruit set.
- Good tolerance to phytophthora Cactorum.
- Maintains good red colour under low light levels
- Responds well to night break lightning
New varieties: FURORE

- **Plant density:**
  - Tray: 4 plants/m
  - Minitray: 5 plants/m
  - Frigo: 6-8 plants/m

- **Fast growth of new rhizomes; very quickly production of new flowers (July):**
  - With peak productions fruits can get smaller
  - Production can stop after peak production (maintain sufficient growth)

- **Strong against mildew and root disease**

- (relatively) strong against flower thrips and botrytis
New varieties: **FAVORI**

- **Plant density:**
  - Tray: 4-5 plants/m
  - Minitray: 5-6 plants/m
  - Frigo: 7-8 plants/m

- Tolerant to mildew and root diseases
- Need to be covered in production
- Shows tip burn quickly (work on Ca)
- (good pollen in winter production)
New varieties: **ALTESS**

- Plant density:
  - Tray: 4-5 plants/m
  - Minitray: 5-6 plants/m
  - Frigo: 7-8 plants/m
- Productive, good size
- Good taste with aroma
- Conical berry (Sonata looks)
- Good shelf life
- Can stand heat
- Tolerant to mildew and root diseases
- Good visible fruit, easy picking
New varieties: MALLING CENTENARY

- Early-mid season, fruiting typically four days ahead of Elsanta
- Large berry size (60-65% >35mm) allows a rapid harvest
- High % Class 1
- High quality fruit with low waste result in reduced picking costs
- Sweet flavour, juicy texture with good brix levels
- Good skin & flesh firmness, berries gloss maintained post storage
- It is susceptible to powdery mildew (*Sphaeroteca macularis*) and very susceptible to crown rot (*P. cactorum*)