Huge growth in the soft fruit sector over the last 20 years.
‘Elsanta’ has dominated the market for almost 40 years.
The new cultivar ‘Malling Centenary (East Malling Research) shows huge promise
Establishing production plans for the Industry

This experiment
• Crop is grown in coir (cocoa peat)
• Medium tray plants
• Planted 14th May 2017
• Planted 6,7,8 plants module

Potential impacts
• Flowering habit of plant very different to ‘Elsanta’.
• Bigger plants or higher planting density??
• Much higher % of Class 1 fruit
• Much higher picking speeds
• Faster handling in pack house