



Apple & Pear Varieties for a Changing World

VentureFruit™



PomaExpo, 30 May 2023
Gary Wellwood

Hello “VentureFruit™”

VentureFruit™ is the intellectual property division of T&G with a strategy to commercialise new varieties in selected categories, both through T&G and other partners within the produce industry globally.

VentureFruit™ is building upon a 125 year heritage of innovation – which has delivered apple varieties such as Jazz™ and Envy™



We are guided and inspired by our vision to

“Forge the Future of Fruit”



End to End Variety Management

We seek out premium genetics and tailor commercialisation programmes to create the best outcomes for all stakeholders.



- ✦ Breeding and Selection
- ✦ Protection of Plant Breeder Rights
- ✦ Global Plant Material Movement
- ✦ Testing and Evaluation
- ✦ Consumer Research and Insights
- ✦ Commercialisation Models and Licensing
- ✦ Technical Support
- ✦ Specification Development
- ✦ Trademark and Brand Development
- ✦ Sales and Distribution

Fruit for the Future



Exclusive commercialisation rights to 5 global breeding programs for Apple & Pears

- Multiple resistances
- Climate tolerant
- Distinctive
- “Next generation” Innovation



VentureFruit™ represents 4 berry breeding programmes

- Blueberries
- RUBUS (raspberries, blackberries, hybrids).



Fruit categories that have strong CAGR% and represent commercial opportunities globally.

- SOFRI/PFR Dragon Fruit (3 varieties)

Interest in Stone Fruit, Table Grapes



Hot Climate Partnership

Sustaining Apples & Pears for tomorrow

Big challenges demand bold steps. Over 20 years ago a partnership was formed to develop delicious, robust, new apple and pear varieties specifically created for hot and warming climates. The results for our industry and consumers are game changing.

HISTORY

IRTA[®]

Institute
of Agrifood Research
and Technology

Plant & Food[®]
Research
Rangahau Ahumāra Kai

Fruit Futur ▶▶



2002

IRTA[®]

Institute
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Rangahau Ahumāra Kai

Fruit Futur ▶▶

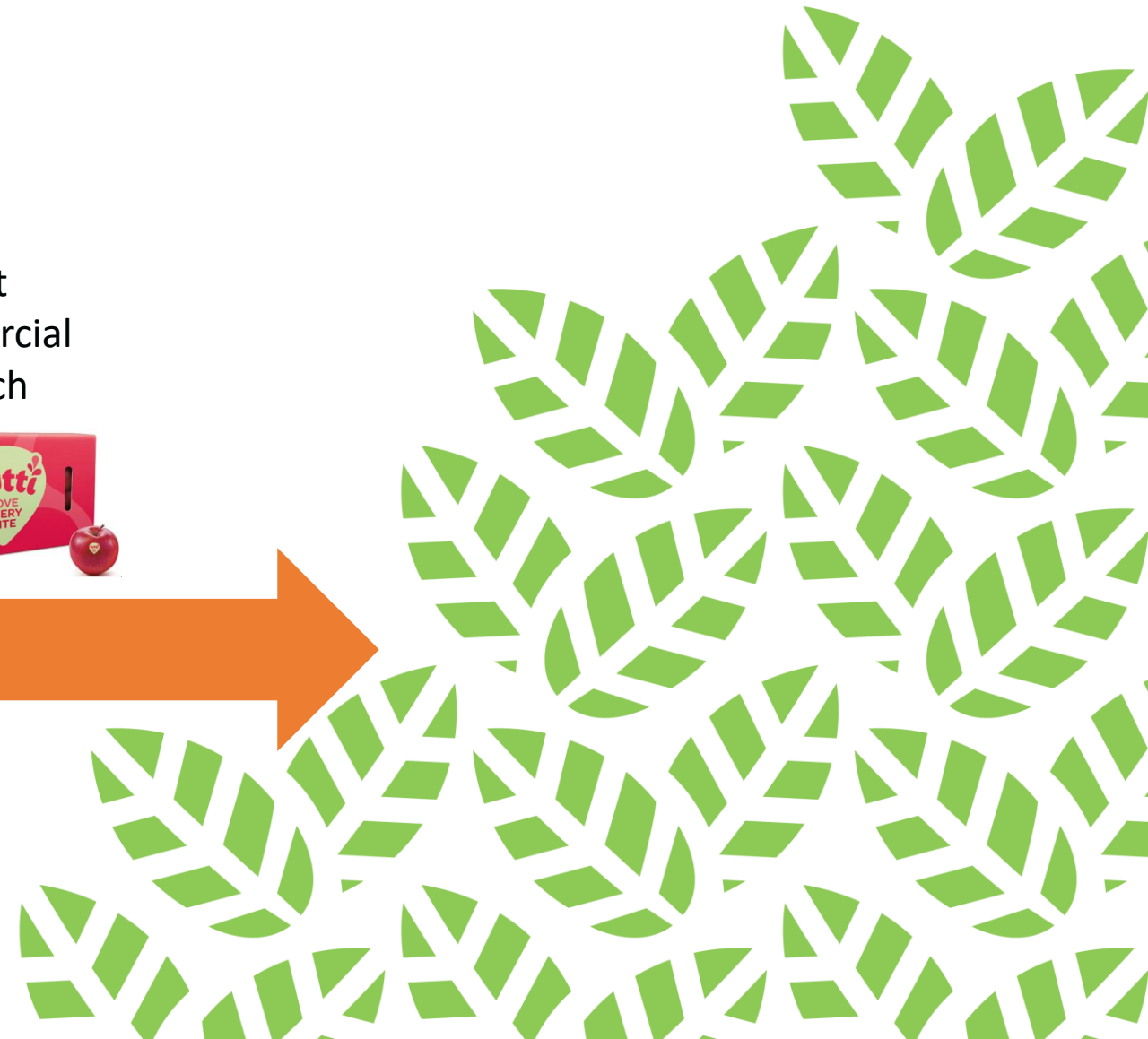


2019

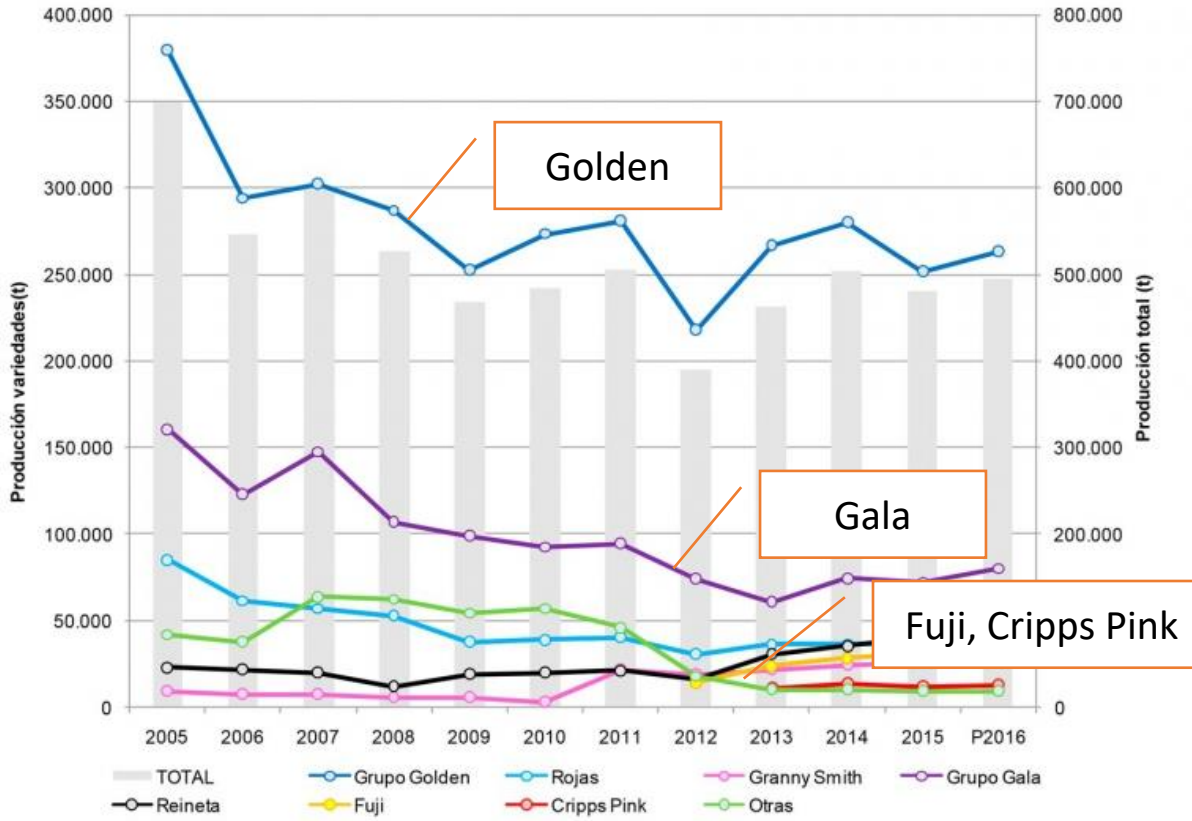
First
commercial
launch



2023



BACKGROUND



Yield, production and pack out all decreasing for traditional varieties (Spain) meaning lower returns for growers

Sunburn



Water Core



Low colour



Fruit Split



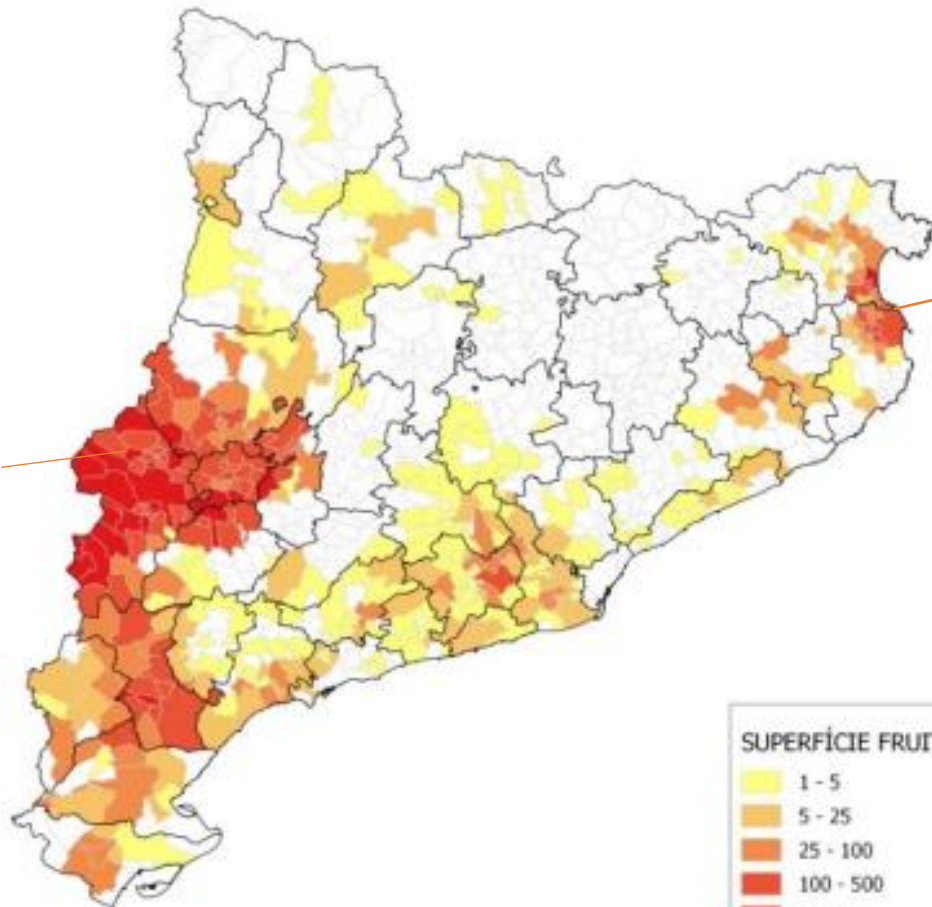
Fruit Drop



BREEDING SITES



IRTA Gimenells &
Mollerussa

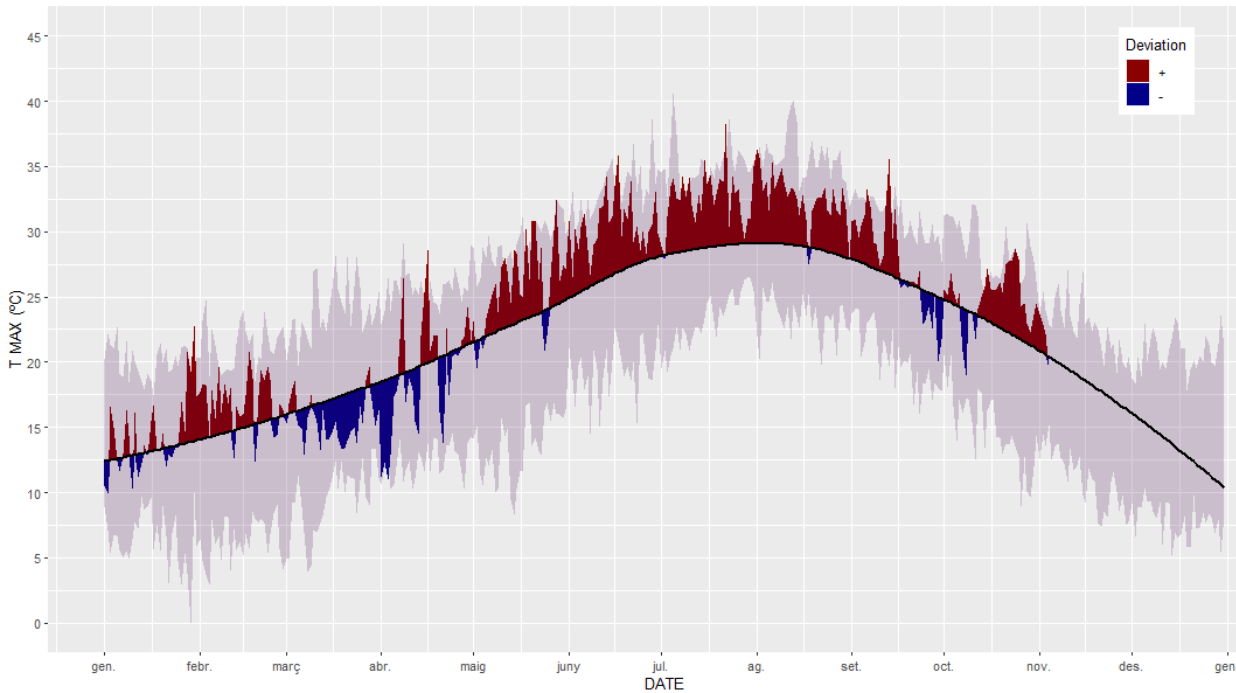


IRTA Mas Badia

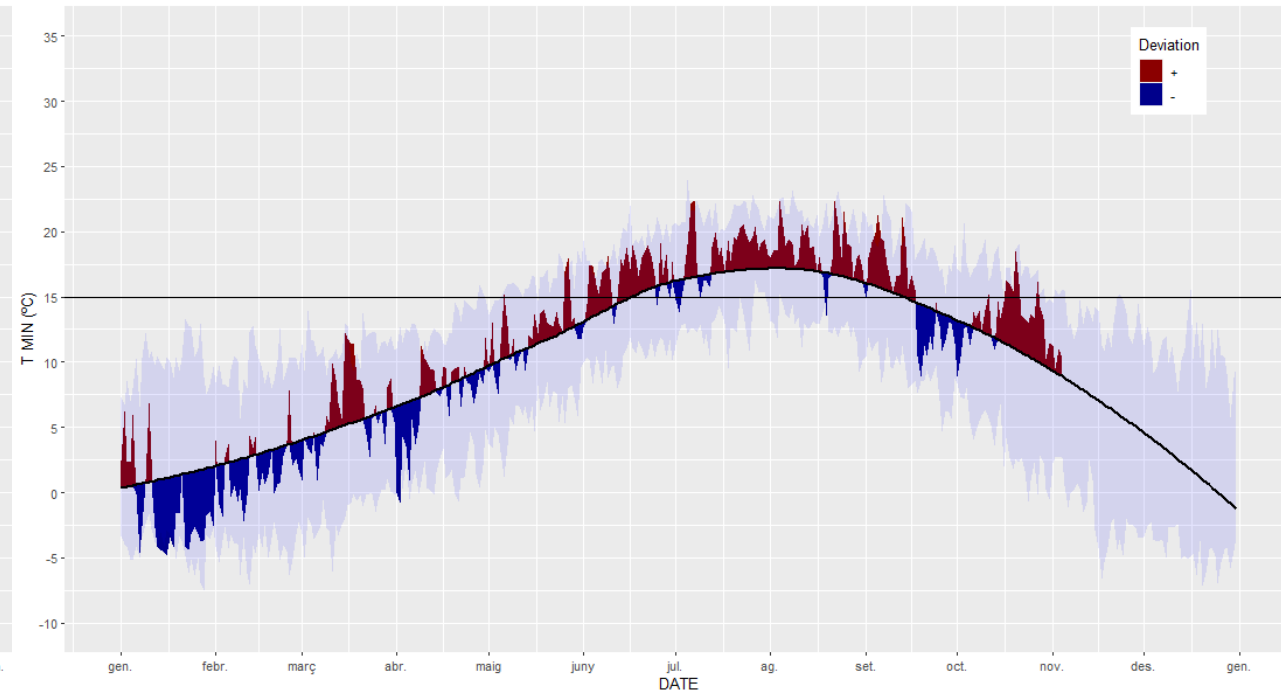


INFLUENCING CONDITIONS

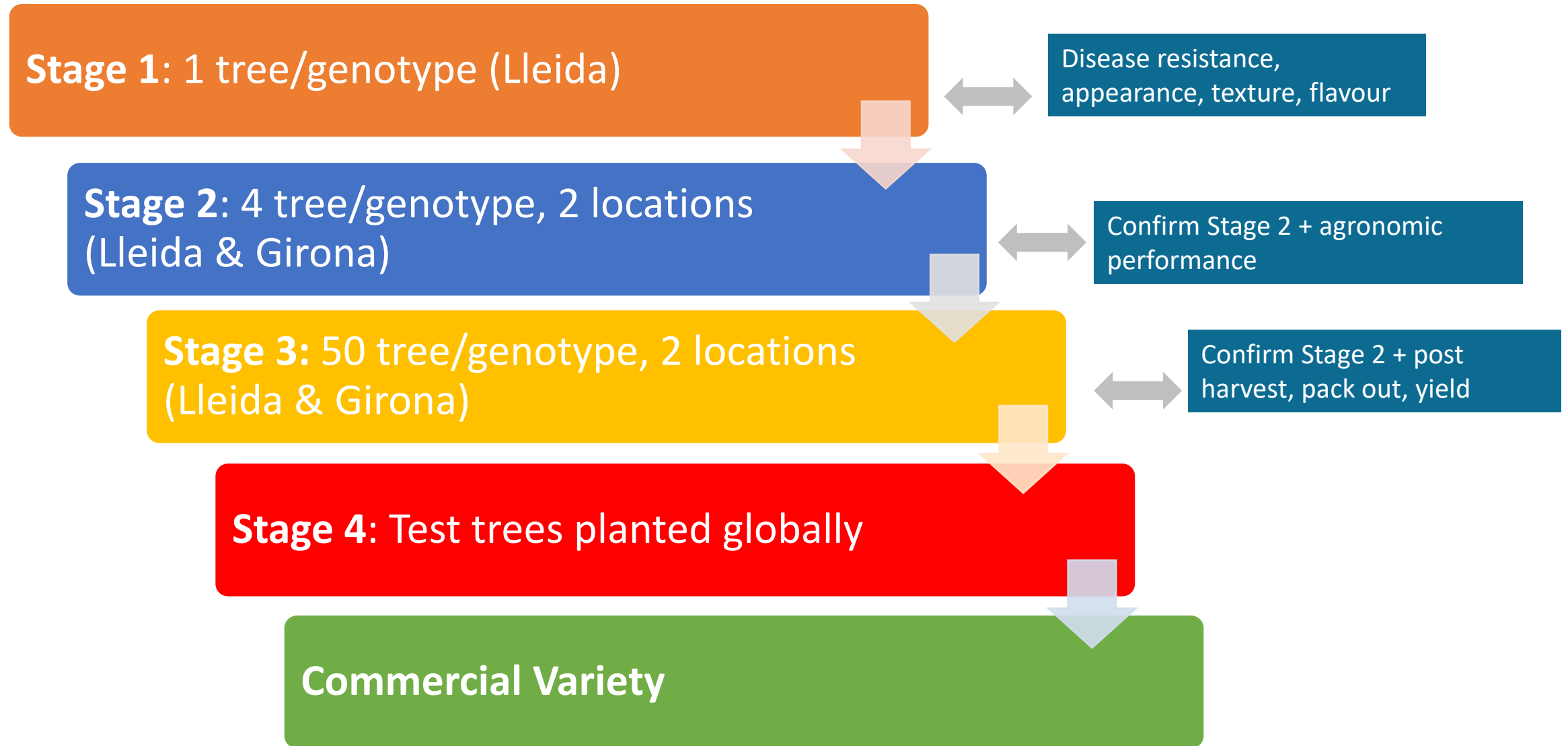
**Maximum Temperature (°C)
IRTA Mas Badia station 2022**



**Minimum Temperature (°C)
IRTA Mas Badia station 2022**



BREEDING PROCESS



Historic numbers

| | APPLE | PEAR |
|---------------------------------------|------------------|------------------|
| | 2002-2022 | 2002-2022 |
| # Crosses | 446 | 238 |
| # Seeds | 272933 | 92958 |
| # Nursery | 164976 | 68097 |
| # New Hybrids (1 year old) | 89780 | 52361 |
| # Stage 2 selections | 370 | 315 |
| # Stage 3 selections | 26 | 18 |

Stage 4 selections

| APPLE | PEAR |
|-------|------|
| 13 | 5 |



BREEDING THEMES

- **Excellent eating experience**
- **Attractive appearance**
- **Improved storage**
- **High and consistent Class 1 yield**

- Lower inputs from the grower
- Early/late harvest
 - Apples Red, Gold, Green
 - Pears. Russet, non russet, red skin, Interspecific
- Resistance to pests and diseases



DIRECT COMPARISON

HCP Variety A081

Harvest late July-early August Spain (est late Jan-early Feb SH)

Brookfield Gala (Baigent)

Harvest early-mid August Spain (early-mid Feb SH)



Hot Climate Program Chile

Inclusive program with a Variety and Commercial model for **all Growers and Marketers**

Commercial path to market options include:

- Global exclusive
- Peer to Peer
- Regional
- Tree Release

ANA as Head Testing Licensee:

- Represent Hot Climate Partnership in Chile
- Propagate trial trees
- Promote and co-ordinate test network
- HCP fielddays
- Receive EOI's for Commercialisation of selections



Hot Climate Program Chile

Current distinct selections:

- 13 selections of Apples
- 5 selections of Pears





Material of all Stage 4 selections either in process of being delivered to Chilean quarantine or released to ANA for development

Pipeline of selections reviewed and considered annually



Hot Climate Program Opportunity

Join the HCP test network through ANA

-  Establish a test block with some or all selections
-  Evaluate selections for suitability for your growing conditions.
-  Propose commercial model to suit your business
-  Join an existing commercial model as counter hemisphere partner

Invitation to visit the breeding program in Spain and participate in annual evaluation sessions



APPLE “HOT84A1”







Hot84A1 is the first apple commercialised out of the Hot Climate Breeding Partnership

-  Scilate x Scired cross
-  Harvests two weeks before Fuji in Europe
-  Large fruit size, 240g-250g. High yield
-  High colour potential in hot growing conditions
-  Low sunburn incidence
-  Maintains firmness, crispness and juiciness up to 8 months storage



INTRODUCING TUTTI™

Commercial brand identity for 'HOT84A1'

-  Visually appealing – Deep red with lenticels, large & round
-  Very sweet, complex flavour profile with honey, caramel, tropical, melon and floral notes
-  Great texture! Described as crisp, crunchy, juicy, and firm but light by consumers
-  High overall liking
-  High purchase intent - significantly more consumers indicated they would buy A084 relative to benchmarks
-  Suitable for premium potential positioned in the "Dynamic Harmony" demand space – high sweetness alternative



TUTTI™ Commercialisation Model

Peer to Peer Model

- Opportunity to be a licensee for Growing, Sales and Marketing
- Brand Identity and Fruit specifications established with Licensee
- Agreed volume for Territory
- Agreed Sales and Marketing plan per Territory incl imports and exports where relevant
- Approach ANA with expressions of interest





Please contact Luis Fernandez, ANA
Chile for more information
