



VAN DEN
ELZEN
EXPERTS IN PROPAGATION

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!



Introduction to Van den Elzen Plants

- 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
- Comparabel with Elsanta but higher yield, more flavour and bigger fruitsize
- Suitable for all cultivation systems



Limalexia

lim AGRICULTURAL RESEARCH group®

EXPECTED

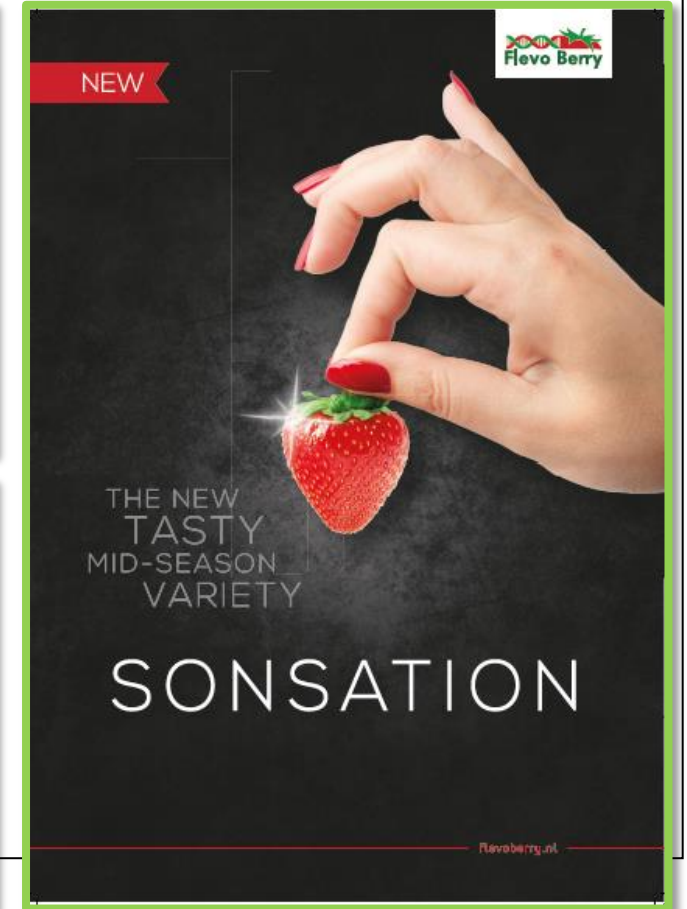
the world's **NEW** n°1 strawberry

LIMGROUP THE BEST BREEDING SOLUTIONS FOR YOU!

The advertisement graphic features a large, vibrant red strawberry with green leaves on a blue sky background. A white banner with the word "EXPECTED" is positioned over the strawberry. Below the strawberry, the text "the world's NEW n°1 strawberry" is displayed, with "NEW" in red. At the bottom, a world map icon is shown above the text "LIMGROUP THE BEST BREEDING SOLUTIONS FOR YOU!". The Limgroup logo is in the top right corner.

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*)



Ask me anything!



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