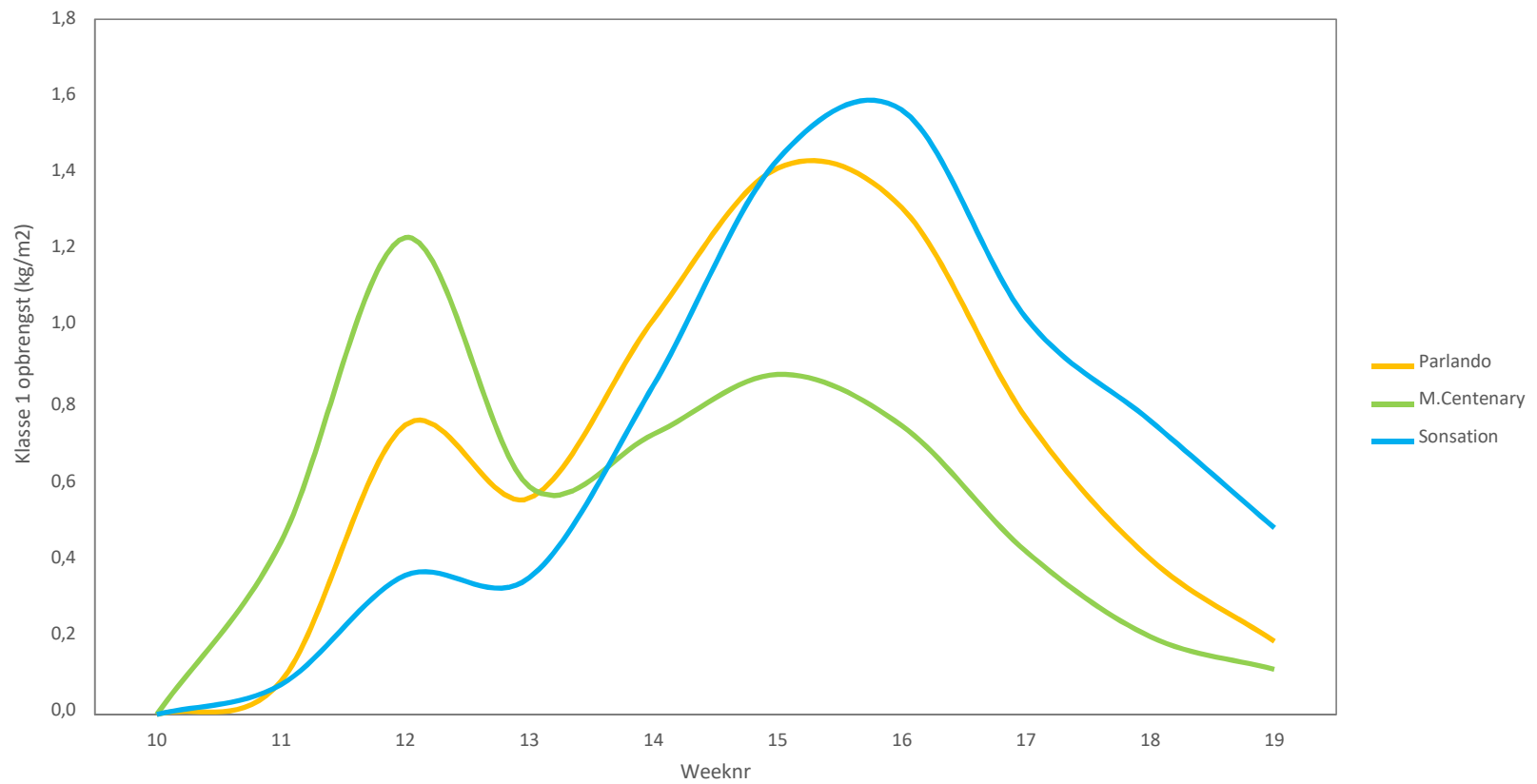




# Parlando

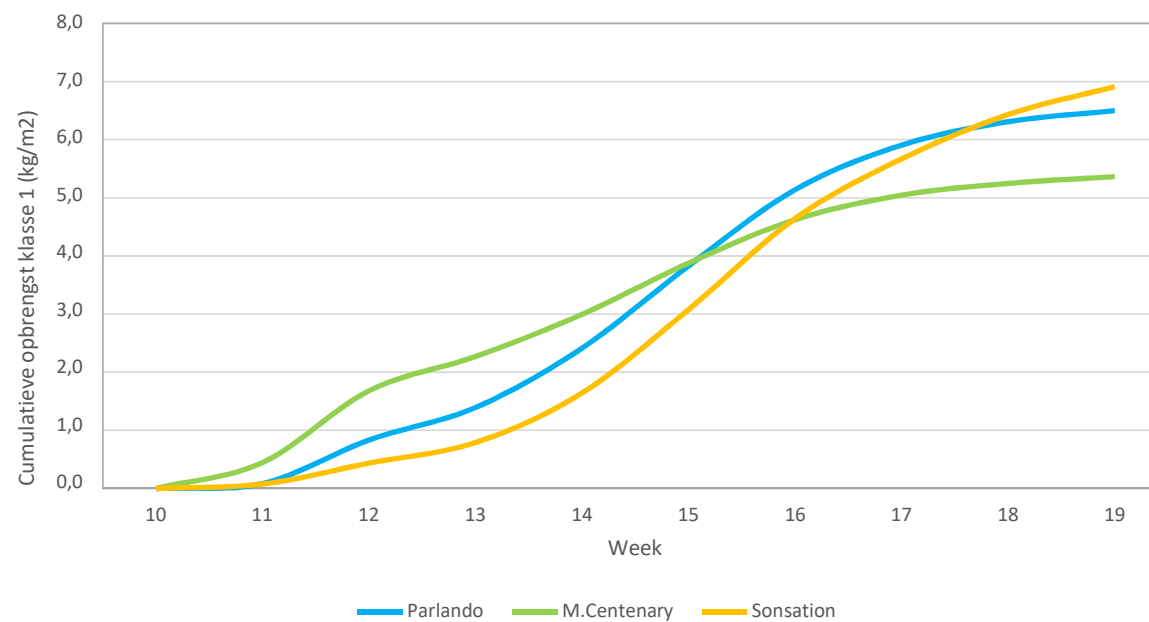
*Voorjaarsteelt FF Huissen 22'*



# Parlando

## *Voorjaarsteelt FF Huissen 22'*

| Ras         | Totale opbrengst KL1 (kg/m2) | Vruchtgrootte (g/vrucht) |
|-------------|------------------------------|--------------------------|
| Parlando    | 6,5                          | 23,9                     |
| M.Centenary | 5,4                          | 27,1                     |
| Sonsation   | 6,9                          | 20,9                     |



# Parlando

## *Voorjaarsteelt FF Huissen 22'*

- Observaties:
  - Geen plant uitval
  - Vruchten vullen goed
  - Hoge opbrengst
  - Start gelijktijdig met M.Centenary
  - Lang oogstvenster
  - Geen misvorming
- Verdroogde kroontjes
  - Watergift
    - 'Drinker' ↔ droogtestress
    - Apart kraanvak
  - Harde stook ↑
    - Groeibuis vs buisrail



# Demo teelt België

## *Heuvelserre*

- Plantdatum: derde week Februari
- Start oogst begin Mei
  - Ongunstig weer
  - Hoge etmalen (nacht temp. 18°C)
  - Plantbelasting ↑
- Hoge productie
- Goede vruchtkwaliteit
- Fruit goed ontvangen op Veiling Hoogstraten



# Ervaringen Parlando

2022



*Parlando in  
België, 2021*

Parlando (voor) heeft duidelijk langere bloemtakken dan Sonata (achter)

# Ervaringen Parlando

## Voorjaarsteelt

- $\pm 5-7$  dagen **vroeger** dan Sonsation
- Koudebehoefte **lager** dan Sonata, Sonsation (1500KU)
  - Inschatting Parlando: 1100-1200 KU
  - Lagere KWh
  - 4-5 wkn koelcel voldoende?
- Overschot aan strekkingslicht, vegetatieve balans versterkt
  - Plant oogt slungelig, lawaaierig
  - Niet de optimale balans
- **Geen plant uitval**
- Productief
  - 7-7.5 kg/m<sup>2</sup>
- Goede smaak & stevig
- Uitstekende presentatie



# “Verdroogd kroontje”

- Rasgevoeligheid
- Tot op heden geen ‘negatieve’ feedback vanuit retail
- Vooral zichtbaar in vroege ‘stook’teelten met buis
- Stookbuis 40-50°C
- In koude voorjaarsteelten & stellingteelten nauwelijks zichtbaar
- Hoge waterbehoefte
  - Apart kraanvak
  - Wortelvolumen optisch kleiner dan bij bijv. Sonata
  - Hoge verdamping?
- Combinatie **rasgevoeligheid**, **stoken** en **waterbehoefte**



# Testresultaten

*PcH - heuvelserre*

- Plant materiaal: zware trayplant
- Plantdatum: 16-03-2022
- Proef: Rassenproef tov. Elsanta
- Selectie 10 = Parlando



Elsanta

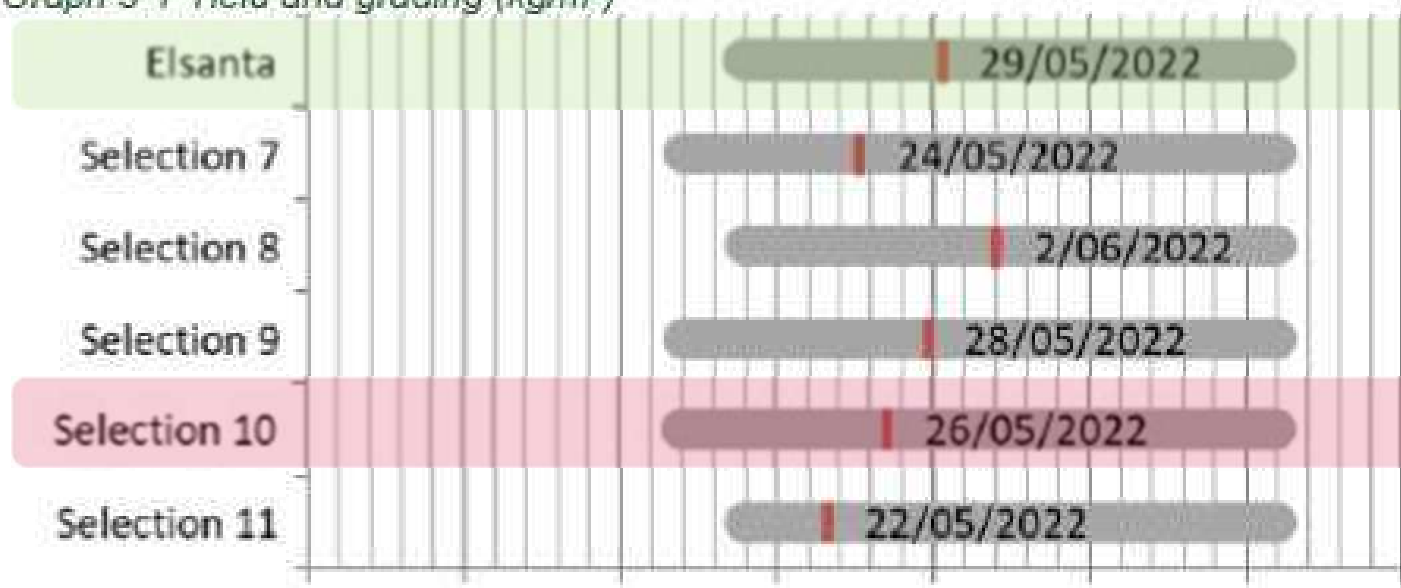


Selectie 10

# Rijptijd

## *PcH - Heuvelserre*

Graph 3-1 Yield and grading (kg/m<sup>2</sup>)



*Parlando is enkele dagen vroeger dan Elsanta*

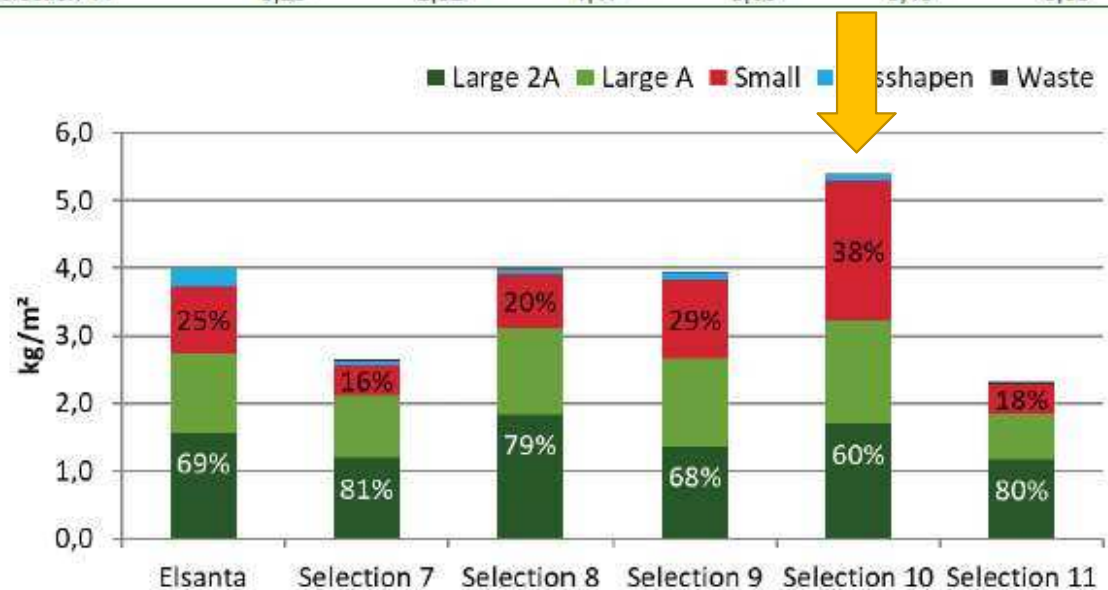
# Testresultaten

## *PcH - Hoogstraten*

Parlando =

Table 3-1 Yield in kg/p and kg/m<sup>2</sup> and grading (kg/m<sup>2</sup>)

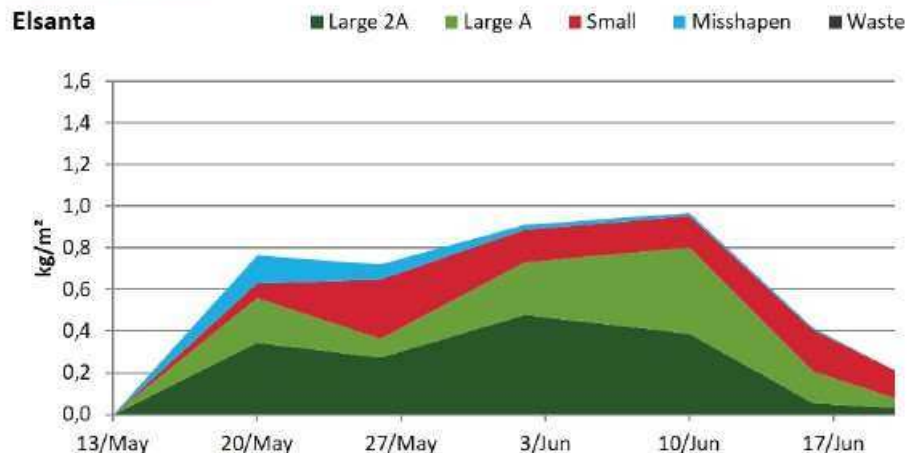
| Object       | kg/plant | kg/m <sup>2</sup> | Large 2A | Large A | Small | Misshapen | Rot  |
|--------------|----------|-------------------|----------|---------|-------|-----------|------|
| Elsanta      | 0,40     | 3,99              | 1,57     | 1,17    | 1,00  | 0,25      | 0,00 |
| Selection 7  | 0,26     | 2,65              | 1,20     | 0,94    | 0,42  | 0,08      | 0,01 |
| Selection 8  | 0,40     | 3,97              | 1,84     | 1,28    | 0,79  | 0,06      | 0,00 |
| Selection 9  | 0,40     | 3,96              | 1,37     | 1,30    | 1,15  | 0,12      | 0,01 |
| Selection 10 | 0,54     | 5,39              | 1,71     | 1,52    | 2,06  | 0,09      | 0,01 |
| Selection 11 | 0,23     | 2,32              | 1,17     | 0,68    | 0,43  | 0,00      | 0,04 |



# Oogstprofiel

## *PcH - heuvelserie*

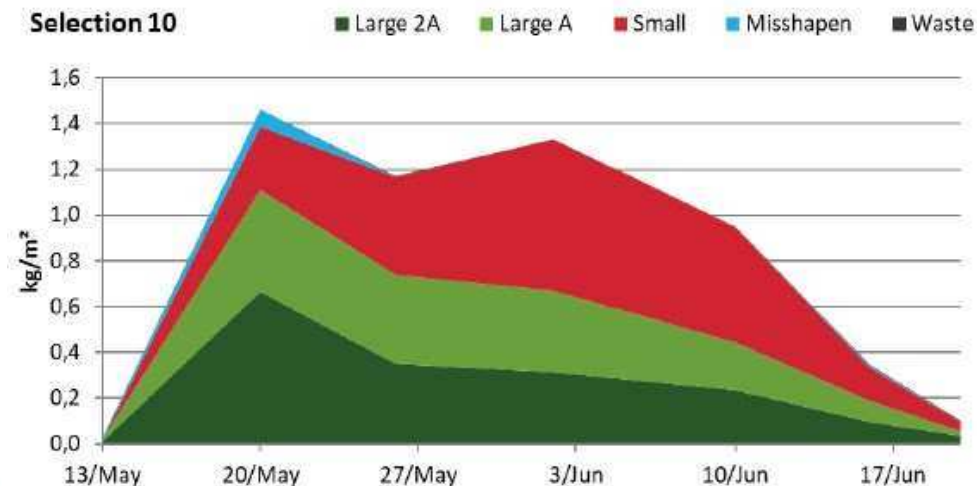
Graph 3-2 Fruit pattern



Graph 3-3 Fruit pattern of Elsanta

 Screening trial of new strawberry selections / Plastic greenhouse, Spring 2022

**Selection 10**



Graph 3-7 Fruit pattern of Selection 10



- Parlando productief, maar relatief groot aandeel kleinere vruchten
- Planttype ↔ temperatuur
- Opkweekstrategie

# Stevigheid en Brix°

- Parlando scoort goed op stevigheid
  - **Steviger** dan Elsanta

- Brixwaarden zijn goed
  - Indicatief
  - Aroma

Table 3-2 Firmness (0-100) Durofel D50

| Object       | Firmness   |            |         |
|--------------|------------|------------|---------|
|              | 23/05/2022 | 13/06/2022 | Average |
| Elsanta      | 48,5       | 41,9       | 45,2    |
| Selection 7  | 67,9       | 61,4       | 64,7    |
| Selection 8  | 53,0       | 51,7       | 52,3    |
| Selection 9  | 76,1       | 78,3       | 77,2    |
| Selection 10 | 66,9       | 83,3       | 75,1    |
| Selection 11 | 63,5       | 70,2       | 66,9    |
| Average      | 62,6       | 64,5       | 63,6    |

- : not enough fruits

Table 3-3 Brix (°Bx)

| Object       | Brix (°Bx) |            |         |
|--------------|------------|------------|---------|
|              | 23/05/2022 | 13/06/2022 | Average |
| Elsanta      | 8,2        | 8,2        | 8,2     |
| Selection 7  | 7,7        | 8,4        | 8,1     |
| Selection 8  | 7,9        | 9,0        | 8,5     |
| Selection 9  | 7,1        | 9,1        | 8,1     |
| Selection 10 | 7,4        | 9,8        | 8,6     |
| Selection 11 | 8,1        | 9,7        | 8,9     |
| Average      | 7,7        | 9,0        | 8,4     |

- : not enough fruits

## Overall fruit quality

*PcH - Heuvelserre*

Table 3-4 Assessment of the fruits

| Ranking | Final ranking |
|---------|---------------|
| 1       | Selection 10  |
| 2       | Selection 8   |
| 3       | Elsanta       |
| 4       | Selection 11  |
| 5       | Selection 9   |
| 6       | Selection 7   |

- : not enough fruits

### 1. Elsantra

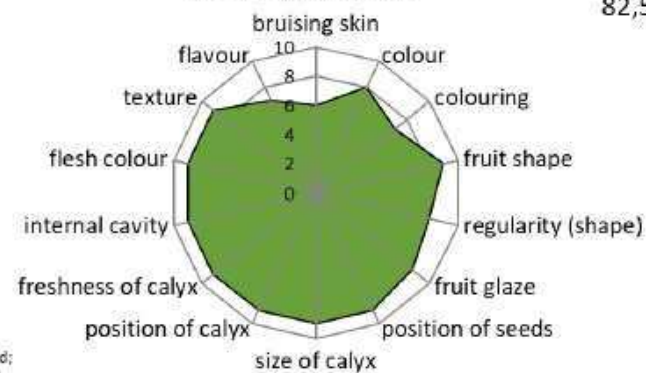
Score:  
74,9%



Graph 3-10 Results assessment of quality of Elsantra

### 5. Selection 10

Score:  
82,5%



Graph 3-14 Results assessment of quality of Selection 10

# Parlando

## *Regio Hoogstraaten*

- Interessante aanvulling op bestaande assortiment
- Doelteelten: vroege (stook)teelten
  - Voorjaarsteelt onder glas
  - Heuvelserre
  - Vroege stellingteelten
- Voordelen Parlando:
  - Robuust
  - Stevig – **koude teelten**
  - Smaak is goed
  - Presentatie
- 2023:
  - Productieteelten
  - Feedback retail



## Vroege Stellingteelt – planting Maart 22'



# Parlando

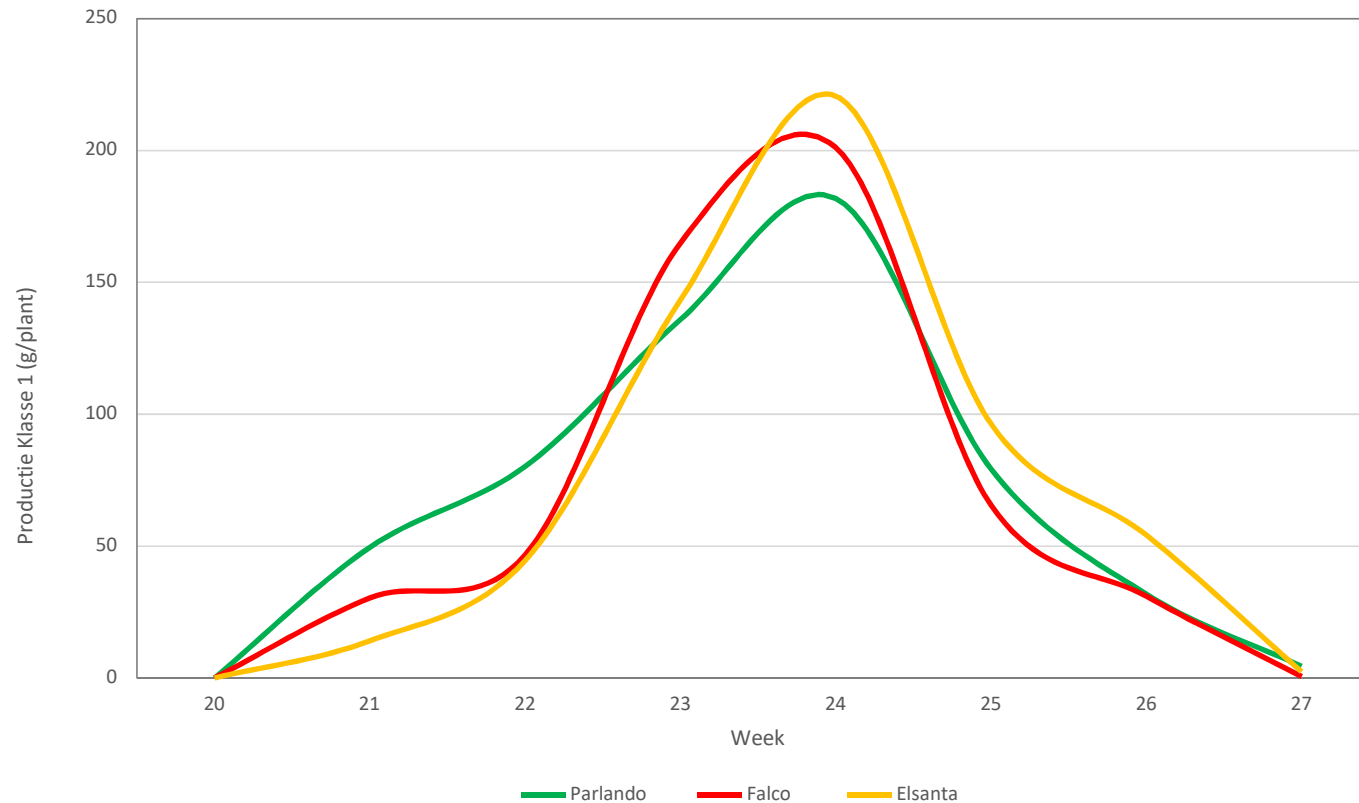
## *Proef Berry World NL*

- Stellingteelt
- Planting Maart
- Oogstperiode 23-5 t/m 4-7
- Rassen:
  - Elsanta
  - **Parlando**
  - Falco



# Oogstprofiel

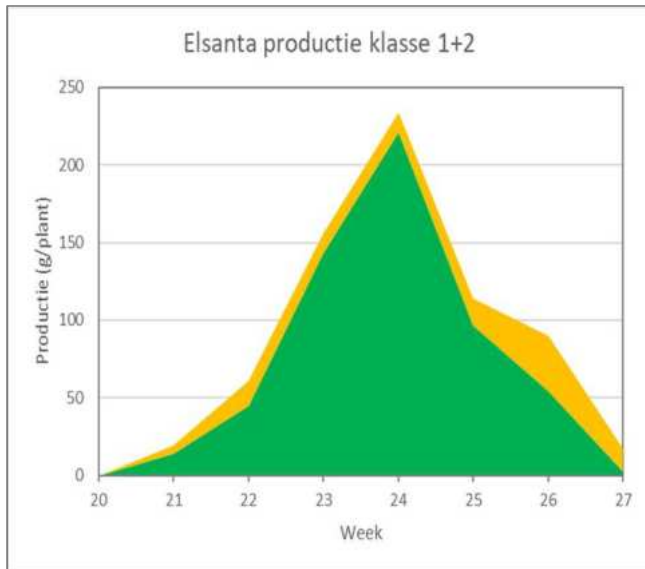
## Proef BW



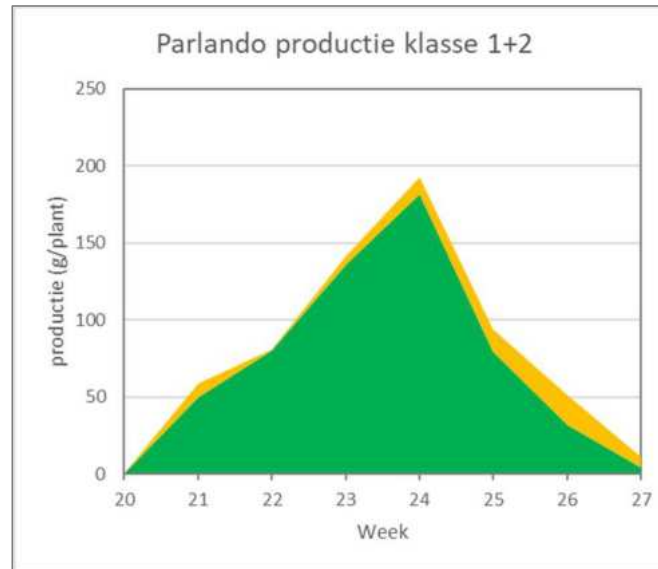
*Parlando is iets vroeger dan Falco en Elsanta*

# Oogstverdeling

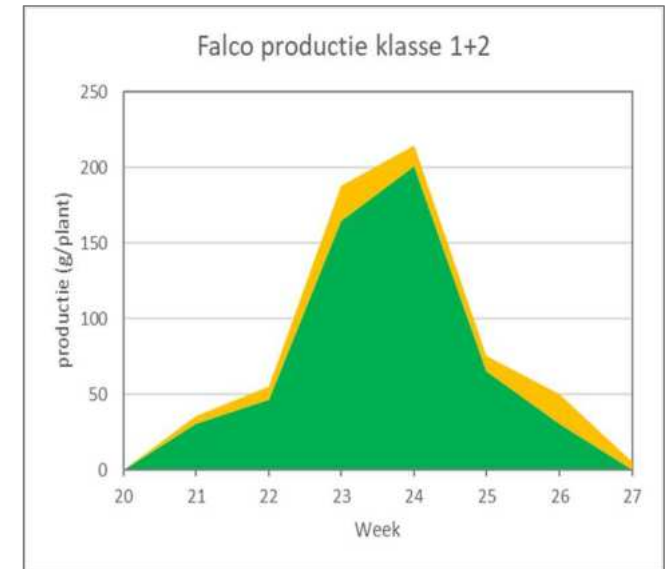
## Proef BW



*Elsanta:*  
CL1: 575g/plant  
CL2: 115g/plant  
Vrucht gew.: 16.7g



*Parlando:*  
CL1: 563g/plant  
CL2: 67g/plant  
Vrucht gew.: 21.1g



*Falco:*  
CL1: 540g/plant  
CL2: 85g/plant  
Vrucht gew.: 22.3g

*Parlando biedt voordelen ten opzichte van Elsanta*



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## Parlando – (vroege)stellingteelt

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- Perfecte zetting
- Geen plantuitval
- Stevig
- Goede smaak & houdbaarheid
- 'zwarte' vruchten
- Alternatief voor Elsanta, Sonsation, M.Centenary
- 2023: Commerciële teelten

# Parlando

## Experiences UK - 2022

- 4 growers



**FRESH** BREEDING & MARKETING  
**FORWARD**

# Grower 1

## *Variety introduction*

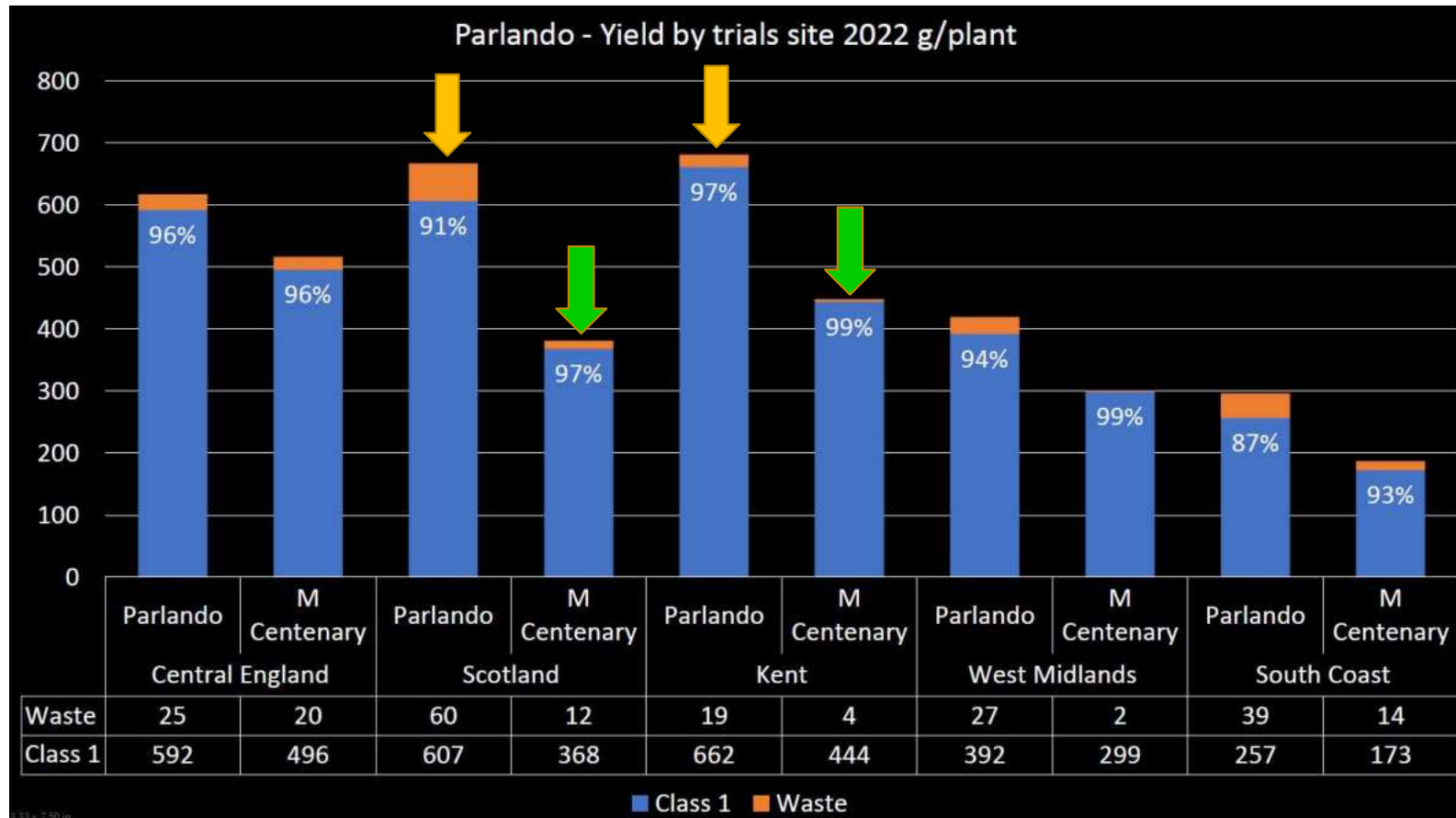


### Parlando (FE2117)

- Vigorous plants
- Long petioles.
- Open habit – some floppy leaves.
- Needs string support for leaves.
  - Long trusses. Fruit is well displayed and easy to pick.
  - 5 or 6 Trusses per plant.
  - Plants looked in balance.
- Runner production similar to Malling Centenary.



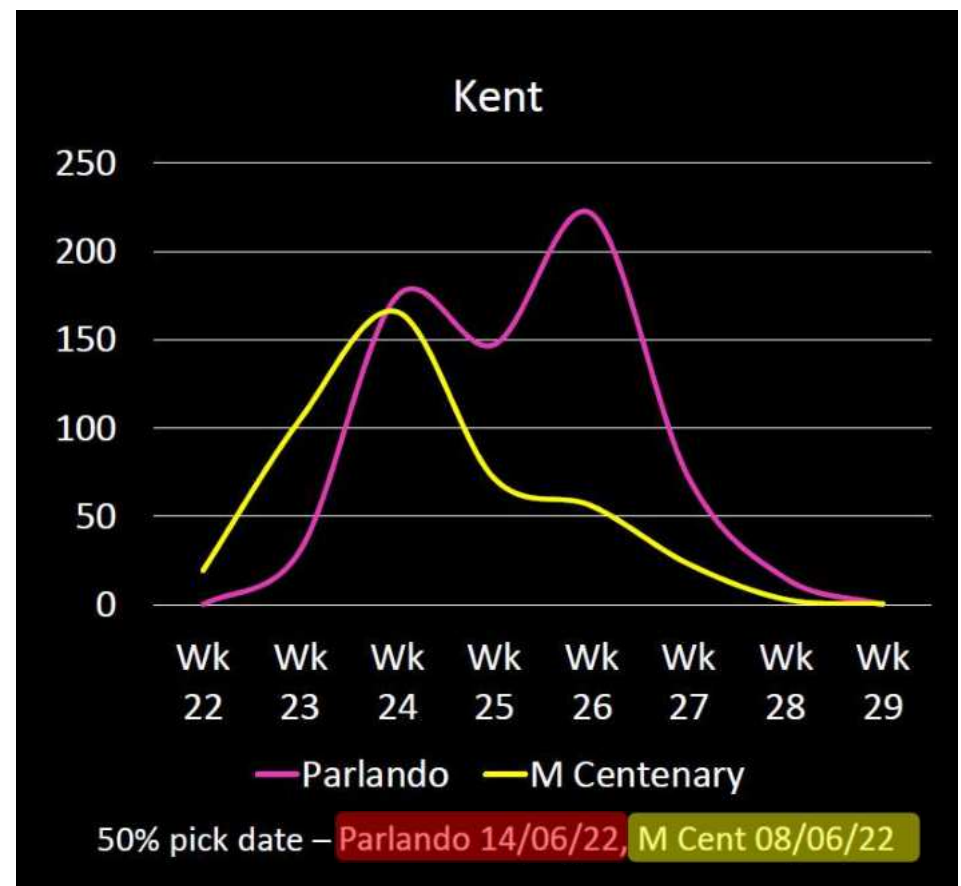
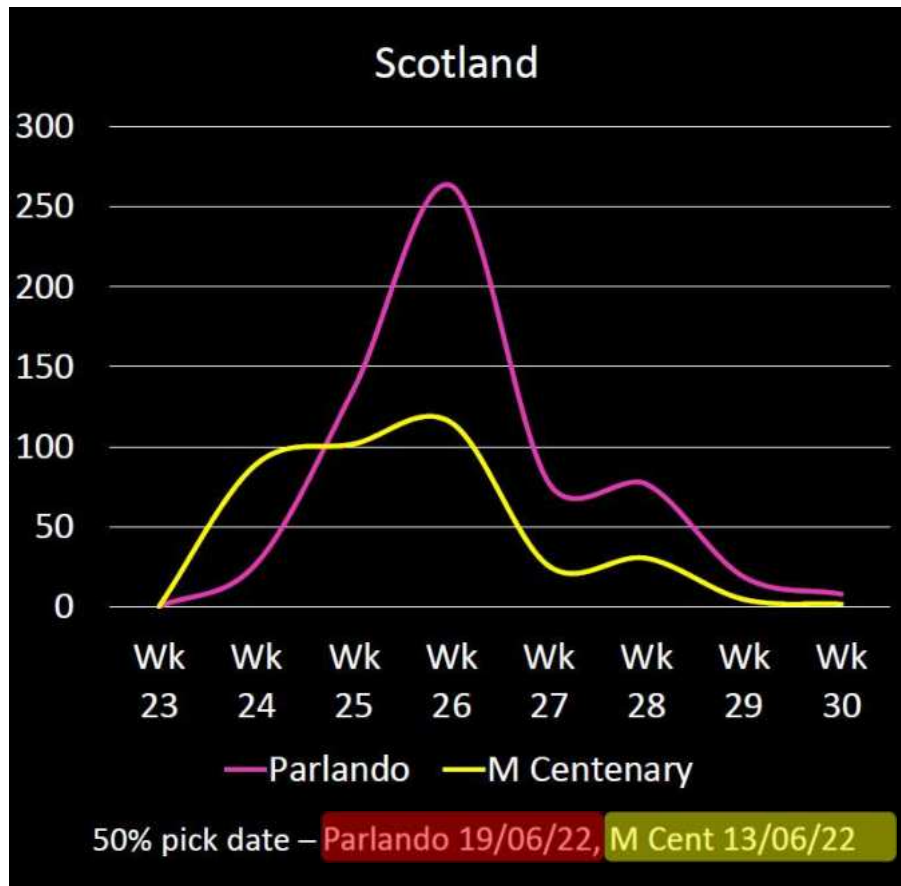
# Grower 1



*Parlando has a higher yield than M.Centenary, across all trials*

# Grower 1

*Cropping profile g/plant/week*



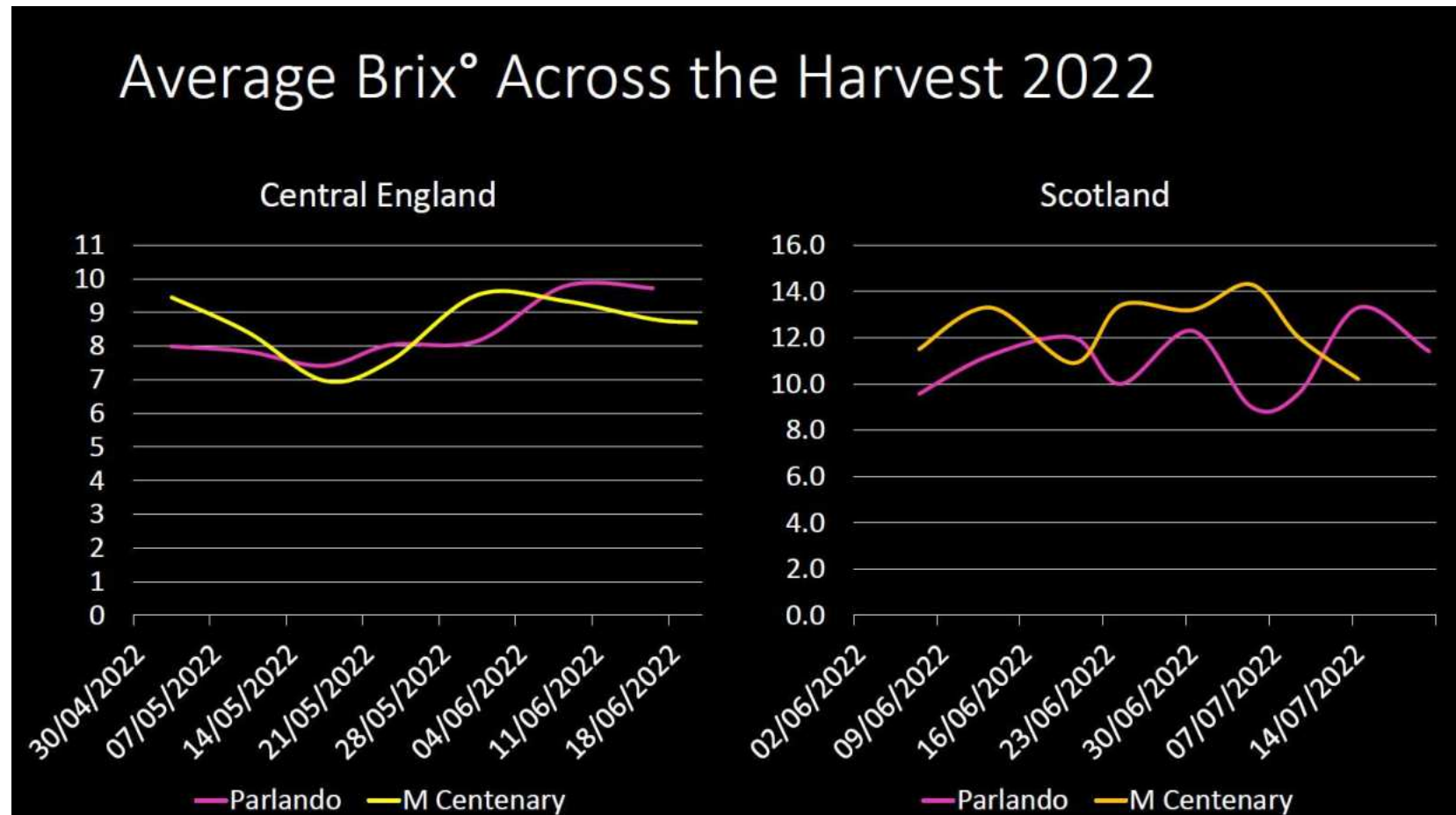
# Grower 1

## *Fruit quality assessment*

- Attractive berries with recessed, yellow seeds and a consistent round conic shape.
- Very few misshapes.
- High Class 1 % (94%)
- Large fruits generally but dropped fast at end of the harvest (during very warm weather).
- Good Flavour. Is a complex balance between sweet & acid. Can lack sweetness.
- Juicy and a pleasant texture



# Grower 1



*Brix of Parlando is consistently above 7 – important for retail!*

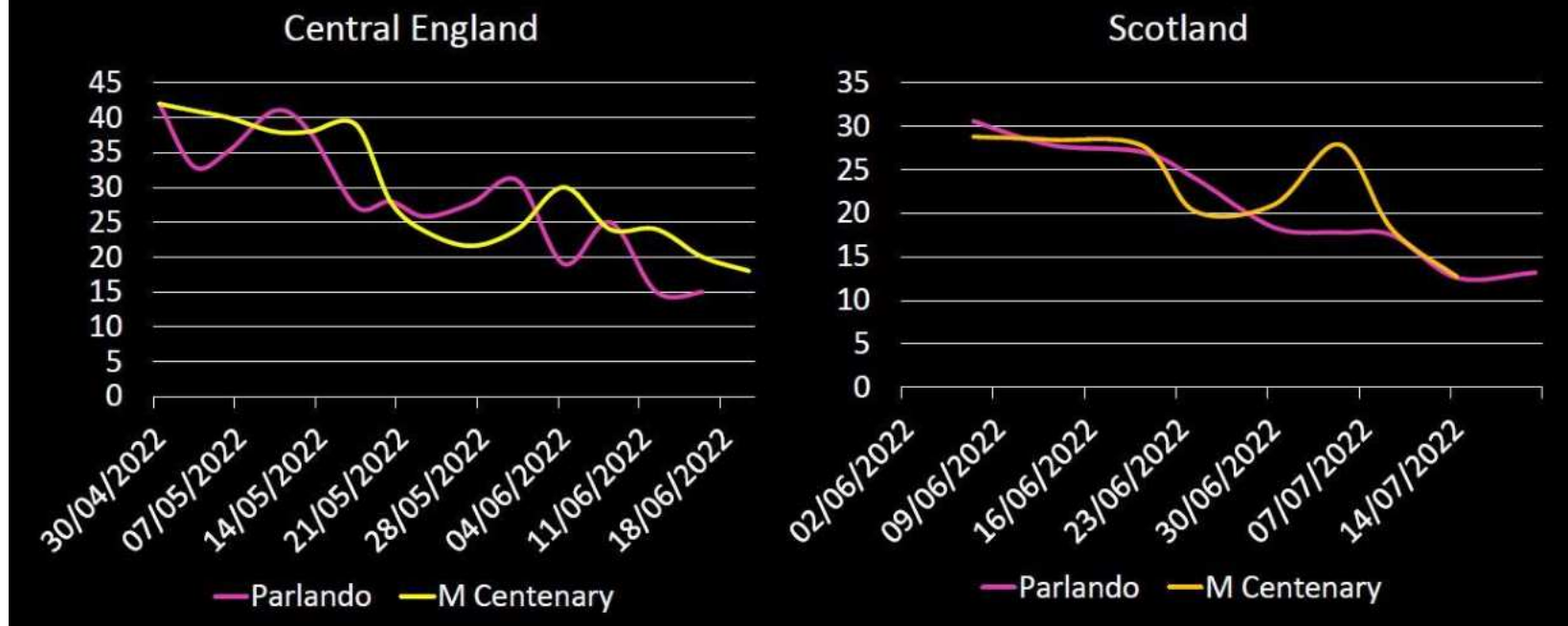
# Grower 1



*Average fruit weight of Parlando is slightly lower than Malling Centenary*

# Grower 1

## Average Berry Weight (g) Across the Harvest 2022



# Grower 1

## Parlando – summary 2022

- On average, 6 days later than Malling Centenary.
- Yield better than Malling Centenary.
- Well displayed fruit on long trusses.
- Good class 1 % - very little waste.
- Very attractive berry.
- Flavour was generally good, sometimes lacked sweetness.
- Good texture, occasionally a bit soft.
- Very red internal flesh.
- Fruit size dropped at the end of harvest.

Grower 2

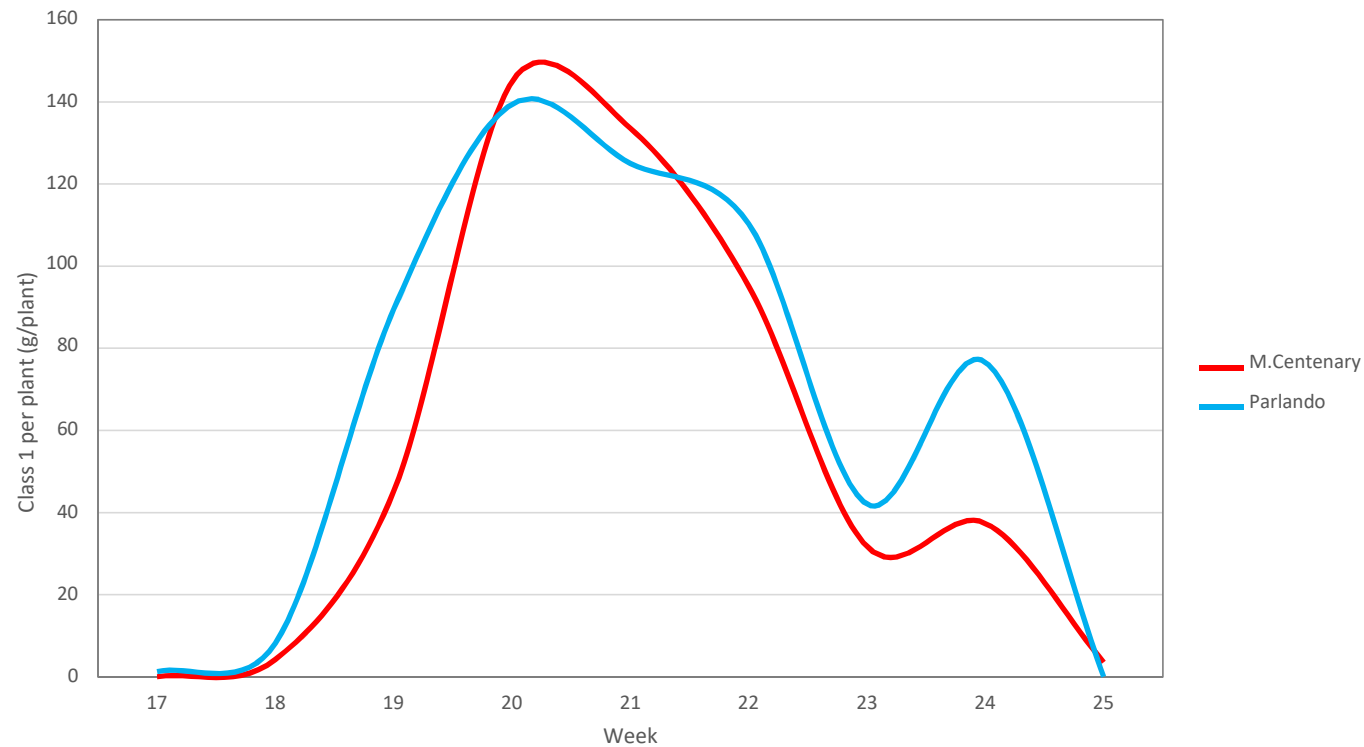
| Attribute              | Parlando                                                                                                                     | Malling Centenary                                                                                         |
|------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Class 1 yield (g/plant | 592                                                                                                                          | 496                                                                                                       |
| ABW (g/fruit)          | 26.9                                                                                                                         | 27.6                                                                                                      |
| % waste                | 4%                                                                                                                           | 4%                                                                                                        |
| Average brix           | 8.1                                                                                                                          | 8.6                                                                                                       |
| Comments               | soft, poor shelf life for wet bruises, 2 weeks low brix, sour, sweeter after 3 weeks, different flavour like a melon, watery | low brix- 20/21st week, perfect colour, most visually appealing, benchmarking -no.1 or 2, good shelf life |

UK

Parlando vs M.Centenary

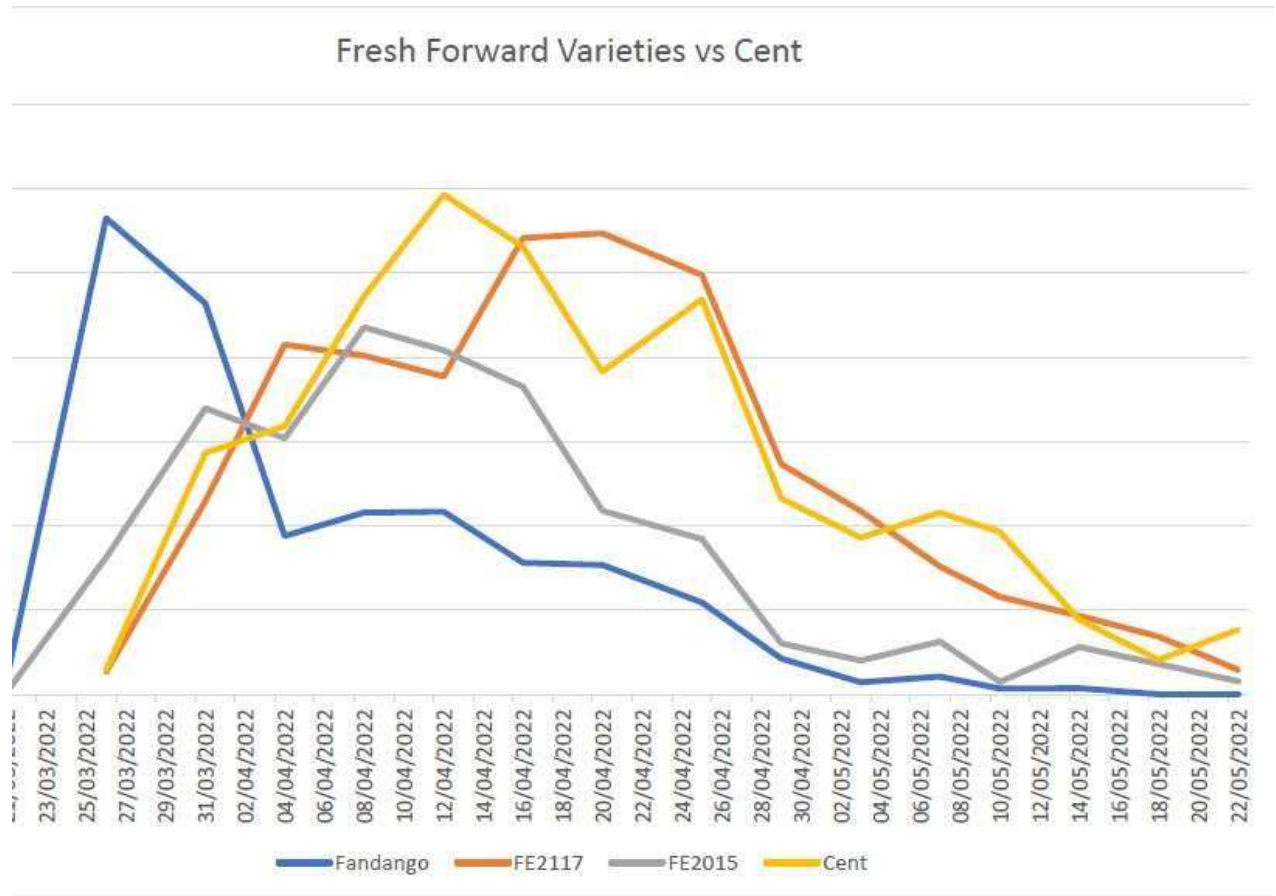
## Grower 2

### *Parlando vs M.Centenary*



# Cropping pattern UK - Grower 3

Parlando vs M.Centenary



## UK – Grower 3

- “Parlando shows potential for high yield with similar quality and yield to Centenary”
- Parlando fruit appearance similar to Centenary”

| Attribute     | Parlando | M.Centenary |
|---------------|----------|-------------|
| Yield (kg/lm) | 7.97     | 8.23        |
| Waste (kg/lm) | 0.55     | 0.25        |
| ABW (g/fruit) | 21.72    | 23.85       |

# Grower 4

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- Observations:
  - Ripening time: later than M.Centenary
  - Vigorous plants
  - No issues with mildew
  - Good firmness and shelf-life
  - Flavour of M.Centenary was better assessed



# Parlando - UK

## Positioning & opportunities

- Mid-harvest date is approx. one week after M.Centenary
  - Commences more or less at the same moment
- Yield better than M.Centenary
- Robust and vigorous crop
  - No plants loss due to *P.cactorum*
  - Issues with M.Centenary – reliability
- High fruit quality
  - Brix above 7!
  - Good shelf-life
  - Firmness
- Declining fruit size towards the end of harvest window
  - Focus on early croppings
  - Cooler regions e.g. Scotland
  - Propagation trayplants (# trusses)



# Parlando

## Summary

- Voorjaarsteelt gestookt Benelux/UK
  - Planting eind Dec – jan
  - Lagere koudebehoefte in vergelijking met bestaande assortiment
  - Minder strekkingslicht = lagere elektriciteitsverbruik
  - Week vroeger dan Sonsation
- Voorjaarsteelt koud Benelux/UK
  - Planting vanaf Feb, productie vanaf eind april
  - Hoge productie
  - Stevig fruit ↔ warmere omstandigheden
    - Voordeel t.o.v. Sonsation
- Vroegere stelling- tunnelteelten Benelux/UK
  - Productief, stevig, robuust
  - Alternatief M.centenary, ±later dan M.C.
  - Brix > 7!
- Scandinavie – stellingteelten
  - alternatief Sonsation, M.centenary, Rumba