

MALLING™ Centenary

**Early-mid season Junebearer
with high % Class 1 yield,
consistent fruit quality, with
lower harvest cost potential.**

FEATURES, ADVANTAGES & BENEFITS

FEATURES

- ♥ High % Class 1 yield
- ♥ Large and juicy fruit with good flavour
- ♥ Very good fruit quality
- ♥ Consistent conical regular shape
- ♥ Good shelf life
- ♥ Suitable for both protected and outdoor cultivation

ADVANTAGES

- ♥ Less sorting, less waste
- ♥ Attractive berries
- ♥ Well presented for fast picking
- ♥ Suitable for retail marketing
- ♥ Double cropping potential
- ♥ Meets season demand due to production predictability



BENEFITS

- ♥ Profitability
- ♥ Preferred by retailers and consumers
- ♥ Repeat purchase
- ♥ Longer storage period
- ♥ Multiple sales channels



The material shown or described hereunder is experimental by nature and is not authorized for sales. Individual results may vary, and performance may vary from location to location and from year to year. The results hereby presented may not be an indicator of results you may obtain in the context of the trial, as local growing, soil and weather conditions may vary. Additionally, Bayer Holland B.V. cannot guarantee any results as the variety is under development.
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AGRONOMIC AND CROPPING TIPS

Advice based on current knowledge of the variety

Environment:

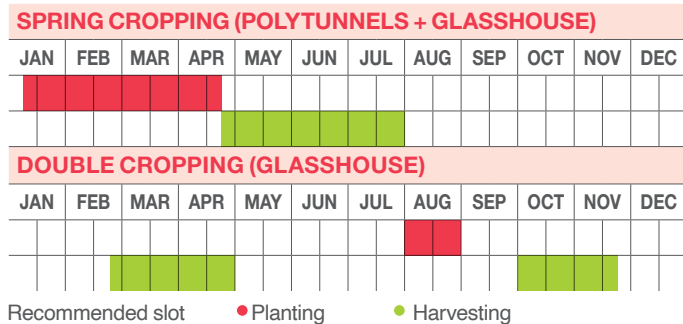
- Polytunnels, glasshouse (heated/nonheated).

Season:

- Spring, double cropping (glasshouse).

Geo-zones:

- Recommended in: UK & Ireland, Northern France, Germany, Poland, Benelux. For any other regions please consult Bayer.



Specific advices:

- Malling™ Centenary is a short-day variety with relatively high chill requirement.
- To minimise tip and calyx burn during establishment, Malling™ Centenary starter feed recipes have a higher initial calcium requirement.
- Malling™ Centenary demands more potassium during fruit swell and during early picking (K/Ca = 2.0-2.5).
- Drip pH requirement for Malling™ Centenary is 5.3-5.5. Aim for EC Sum of 2.6-3.0 mS pre-harvest and 3.0-3.4 mS during harvest.
- While generally not a major concern, it's important to monitor for powdery mildew, as this disease can occasionally become problematic depending on the season.

FRUIT CHARACTERISTICS

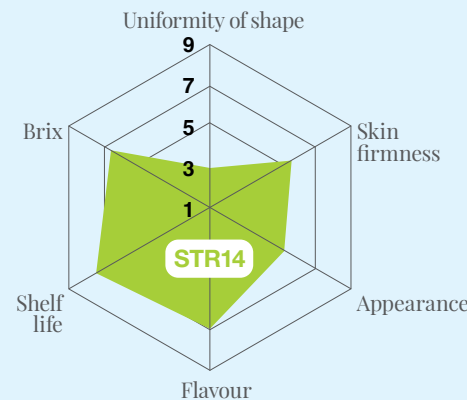
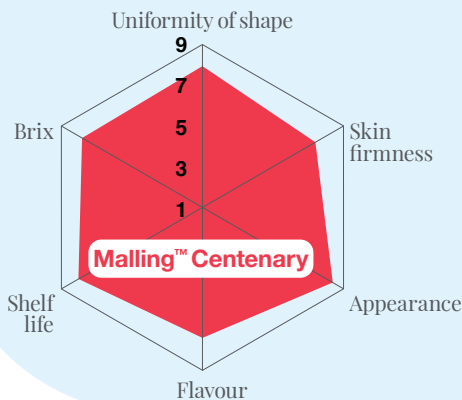


Figure 1. Head-to-head comparison of fruit quality of Malling™ Centenary compared to reference STR14, from a main crop trial using tray plants grown in coir substrate under protection in the UK, where 1=poor and 9=excellent and actual °Brix.

Source: Troop, S.W. (2012) HDC Project SF128, Final Report

TECHNICAL DEPARTMENT TRIAL RESULTS

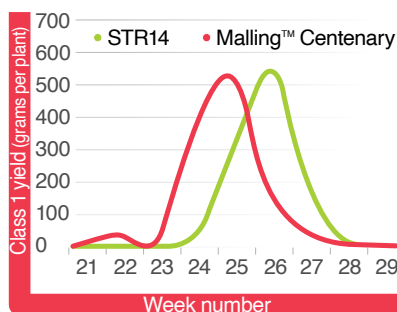


Figure 2. Cropping profiles of Malling™ Centenary and reference STR14 in polytunnels trials at NIAB EMR, where Malling™ Centenary is at least 1 week earlier in production compared to STR14.

CLASS 1 YIELD (t/ha)

27.4
Market standard
27,1
Malling™ Centenary

PICKING COST* (£/kg)

0,56
Market standard
0,43
Malling™ Centenary

WASTE (%)

15
Market standard
<1
Malling™ Centenary

Table 1. Comparison of average Class 1 yield (t/ha), picking costs (£/kg) and percentage waste from a commercial planting of Malling™ Centenary and reference STR14 using tray plants grown in coir substrate under protection. Data courtesy of Berry Gardens Growers, Kent, United Kingdom, *2015

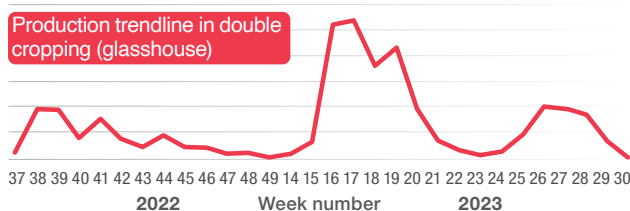


Figure 3. Production trendline in glasshouse double cropping, using tray plants (12pl/m) grown in coir substrate in the Netherlands (2022-2023 production season). In this production system, plants are planted generally at the beginning of August (non lighted crops) to September (lighted crops). Malling™ Centenary has 3 distinct production periods, in autumn (Oct to Nov), spring (March to April) and summer (June to July). In 2022 it was unusually warm for September which produced a less than typical picking profile for Malling™ Centenary.