

FRESH FORWARD



BREEDING & MARKETING

Wielseweg 38A
4024 BK Eck en Wiel
The Netherlands
Tel. +31 344 693 314
info@fresh-forward.nl
www.fresh-forward.nl

Calinda, a new experience

Calinda is an early season short-day cultivar that produces exceptionally attractive, flavoursome berries. Calinda's well-developed cone-shaped fruits have a high Brix value which they maintain throughout the whole season, unlike other varieties. Its excellent shelf life is unmatched, guaranteeing that Calinda strawberries will arrive in perfect condition at all destinations within Europe. The yield is very regular during the whole harvest period. Calinda is ideally adapted to a Mediterranean climate.

Characteristics

- Great taste and bite
- Beautiful ruby fruit
- Long shelf life
- Stable production
- High and stable Brix

Fruit quality

Calinda's fruit is long and broadly conical. Uniform in shape, the attractive fruits have a good red colour with a beautiful gloss. They are very juicy, with excellent flavour and texture. The average fruit weight is high and regular: it is never too low, even at the end of the season! Calinda has a distinctive texture, which, compared to other South European cultivars, is particularly soft and delicate. A real delight, Calinda is perfectly suited to the tastes of consumers in Northern Europe. The fruit and plant are well adapted to the varying weather conditions of the Mediterranean. The fruit maintains its firmness, yield and Brix value under dry, humid, hot and cold weather conditions. Add to this Calinda's excellent transportability and you have a unique variety.

Yield

The combination of its medium to high yield with Calinda's easy picking and early harvest make it a sure-fire winner: a highly profitable cultivar.

Flowering and harvest

Calinda is harvested just before Splendor and at the same time as other early varieties grown in the Mediterranean area. It produces long vigorous stalks with robust, pollen-laden flowers, resulting in large, well-developed fruit. The plants have an open growing habit making the fruit easy to pick and thus reducing labour requirements. Once Calinda has reached full production its yields are uniform and regular, and this predictability simplifies harvest logistics.

Disease susceptibility

Calinda is highly resistant to fruit rot (*Botrytris cinerea*) and crown rot (*Phytophthora cactorum*) and is not susceptible to mildew (*Podosphaera macularis*) either, making it easy to comply with stringent low residue-level requirements.

Growing experience

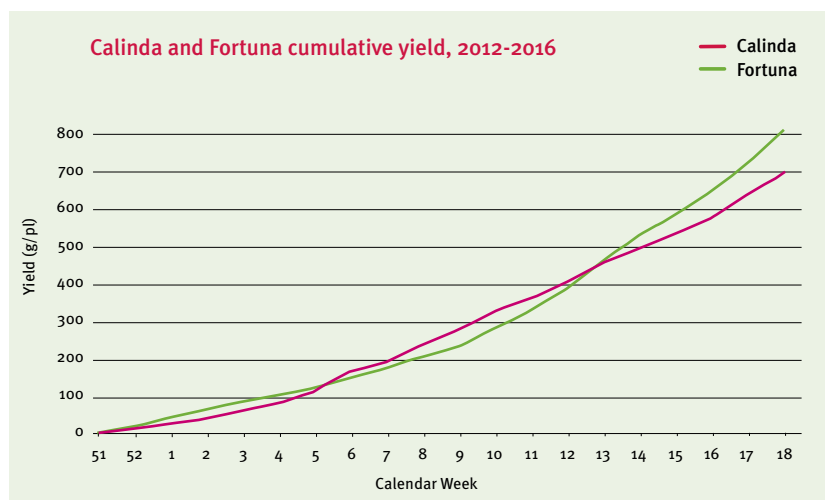
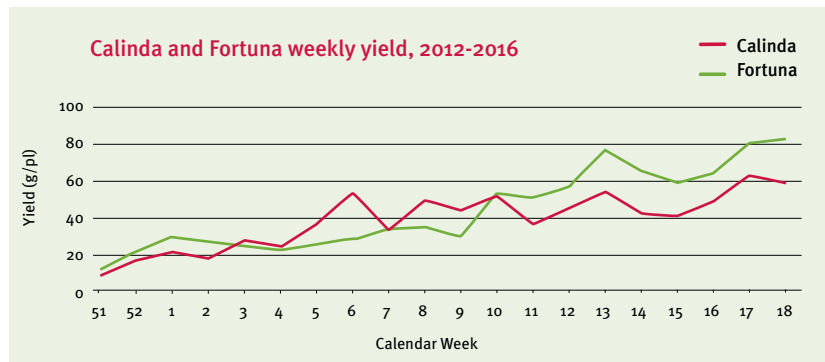
Calinda is relatively easy to cultivate. A plant distance of 22 to 30 cm produces a healthy harvest throughout the season. Harvesting starts at the same time as other early varieties. The first fruits are relatively large and well shaped. As temperatures rise, yield and picking frequency also increase, but without sudden peaks or drops in production. Development is balanced, ensuring stable production with few nutrient demands. The cultivar is well adapted to different types of soil and fertilizer; a general NPK fertilizer with microelements suffices.

Calinda is protected by Plant Breeders' Rights and traded under license.



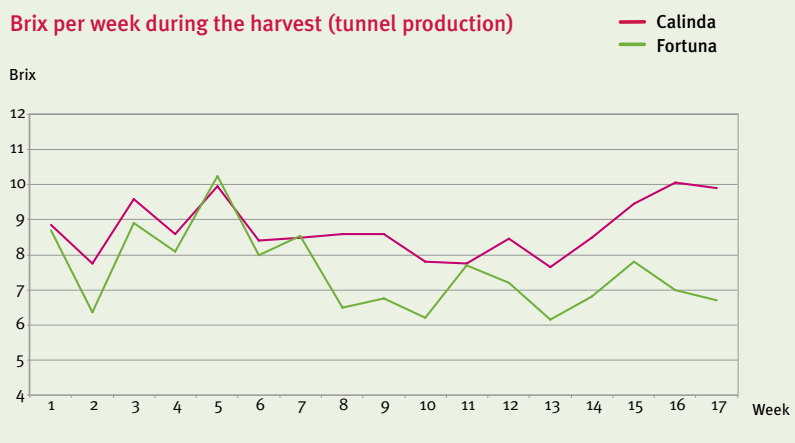


**Information obtained from soil-tunnel production in trails in Huelva, Spain.
Average over the years 2012 - 2016**





Brix per week during the harvest (tunnel production)



Calinda compared to Fortuna

	Calinda	Fortuna
Yield per plant (g)	800	925
% Class 1	90%	85%
Average Brix	8,5	7,5
Shelf life *	5	3

* 5=positive 1=negative

About Fresh Forward

Fresh Forward ranks among Europe's leading breeders of strawberry varieties. The company is a spinoff of the Dutch University of Wageningen, with which it still cooperates in the field of research. The company's breeding efforts focus on three programmes: short day varieties, day-naturel varieties and a Mediterranean programme.

Fresh Forward first became known for its single-cropping varieties. After Sonata it introduced varieties such as Rumba and Jive. The South-European variety Calinda is the first outcome of the Mediterranean programme. Recently Fresh Forward has introduced another strawberry variety: Opera. This variety is suitable for cultivation in greenhouses and table tops.

The names that Fresh Forward has chosen for its varieties all refer to music and dance styles.