

# MegasBlue

Large, productive modern generation high chill  
Blueberry



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2022

# MEGASBLUE BENEFITS

- High yield, quality fruit, and vigorous plant
- Concentrated ripening period and therefore offers lower harvesting costs
- Machine harvestable

## The Fruit -

The large fruits are dark blue in colour and show no signs of red back at harvest. This variety works for both fresh production and machine harvest, producing fruits with a good sugar/acid balance. MegasBlue will be a great addition to many farms where Northern Highbush blueberries are grown for fresh and processing. This high yielding variety is set to replace many traditional varieties where improvements in yield, flavour and size are important.

## Background -

MegasBlue was bred by Bob Gabriel owner of Oregon Blueberry Farms and Nursery USA. Bob is a major Blueberry producer of both fresh and process as well as having a first-class nursery known for its excellent plant quality. In the early 2000's Bob developed a blueberry breeding program which 20 years on is as exciting as any in the world. One of the first releases from this blueberry breeding program was the high chill blueberry variety named MegasBlue. MegasBlue has a vigorous plant habit requiring approximately 1000 chill units per year.



# MEGASBLUE OVERVIEW

## Firmness

Firm fruit when rolled between fingers

## Chilling

Northern High Bush:  
+1000+ chilling hours

## Fruit Size

Good size, categorized as medium to large, similar to Bluecrop

## Fruit Colour

Dark blue fruit, with consistently no red backed fruit

## Yield

Heavy yield of extremely high-quality fruit. Suits both hand & machine harvesting  
Outyields Bluecrop. 20-25 tonnes / hectare reported

## Agronomy

3 Picks per hand, 2-3 picks by machine. Consistently even quality throughout harvest. Replacement for Bluecrop

## Seasonality

Harvest 3rd week July-1st week August Oregon  
USA 50% ripe date: 25th July. More concentrated ripening window than Bluecrop

## Flavour

Compares favourably to Bluecrop



# MEGASBLUE OVERVIEW

## Market

- MegasBlue is an extremely productive, high chill blueberry variety
- Working well for both fresh market and machine harvest

## Offer

- MegasBlue is licensed for trials and commercialization in a number of key blueberry growing areas internationally - for a list of current licence holders see final pages
- For all other MegasBlue licencing enquiries please contact Rupert - [rupert@globalplantgenetics.com](mailto:rupert@globalplantgenetics.com) - see last page





# MEGASBLUE REVIEWS

"We have been impressed with our trials of the MegasBlue variety and got to see the first berries in Europe last summer. The fruit size was exceptional and flavour really good. We're excited to have this variety in increasing plant volumes within our portfolio."

Stefan Belakov - Plants365

"We are very happy to be a licensed nursery for MegasBlue. We believe that this variety will be one of the most important mid-season blueberries which has been recently presented. "

Marcin Wyka - Kusibab-Wyka

"If a grower is looking for high yield, quality fruit, machine harvestable and a vigorous plant, they should look at MegasBlue. It really set itself apart when growers were faced with redback, stemmy fruit and like pit falls. Although MegasBlue has fruit qualities for fresh, it really excels as a cultivar when machine harvested. Growers of MegasBlue should know that during the first few years, it is best to focus on your shape pruning. Once the plant structure is established, you'll have a nice upright vigorous plant. With that said, often I hear growers complimenting MegasBlue for its annual renewal of basal canes. It gives growers a nice selection when looking to replace older weaker canes. We look forward to our international markets getting firsthand experience with it."

Doug McCann - Oregon Blueberry Farms and Nursery



# MEGASBLUE IN ACTION



[Click to play video](#)

# LICENCE HOLDERS

MegasBlue blueberry plants can be purchased from the following licensees, according to territory:



Australia

[info@anfic.com.au](mailto:info@anfic.com.au)



Ukraine

[oleg@ft.ua](mailto:oleg@ft.ua)



EU, UK, Turkey, Serbia, Russia

[info@kusibab-wyka.pl](mailto:info@kusibab-wyka.pl)



Italy

[info@vivaimolari.it](mailto:info@vivaimolari.it)



Kazakhstan,  
Georgia, Bulgaria

[stefan@plants365.co.uk](mailto:stefan@plants365.co.uk)



EU

[planasa@planasa.com](mailto:planasa@planasa.com)



EU, Serbia, Russia

[info@schrijnwerkers.nl](mailto:info@schrijnwerkers.nl)



Chile

[contacto@synergiabio.com](mailto:contacto@synergiabio.com)



Chile

[contacto@sunnyridge.cl](mailto:contacto@sunnyridge.cl)

If you are located in other territories and are interested in the MegasBlue,  
please make contact with us for more information



GPG Blueberries

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# CONTACT US



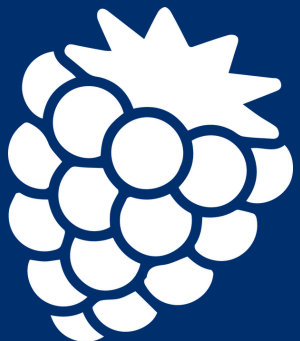
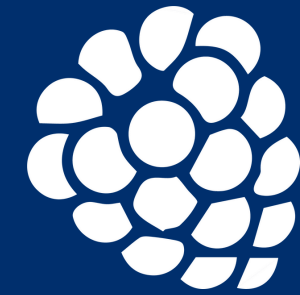
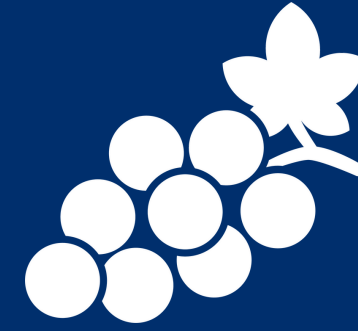
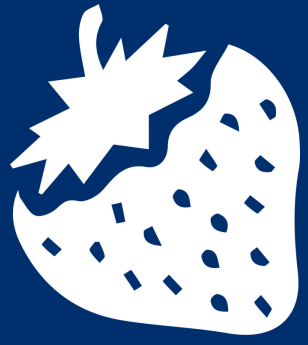
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