

# UCD Moxie

Exceptional fruit and plant characteristics for the  
modern market



**Global Plant  
Genetics Ltd<sup>®</sup>**

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2022



# UCD MOXIE BENEFITS

 **Outstanding late season productivity and exceptionally high yields of marketable fruit**

 **Extra large, firm, visually appealing fruit**

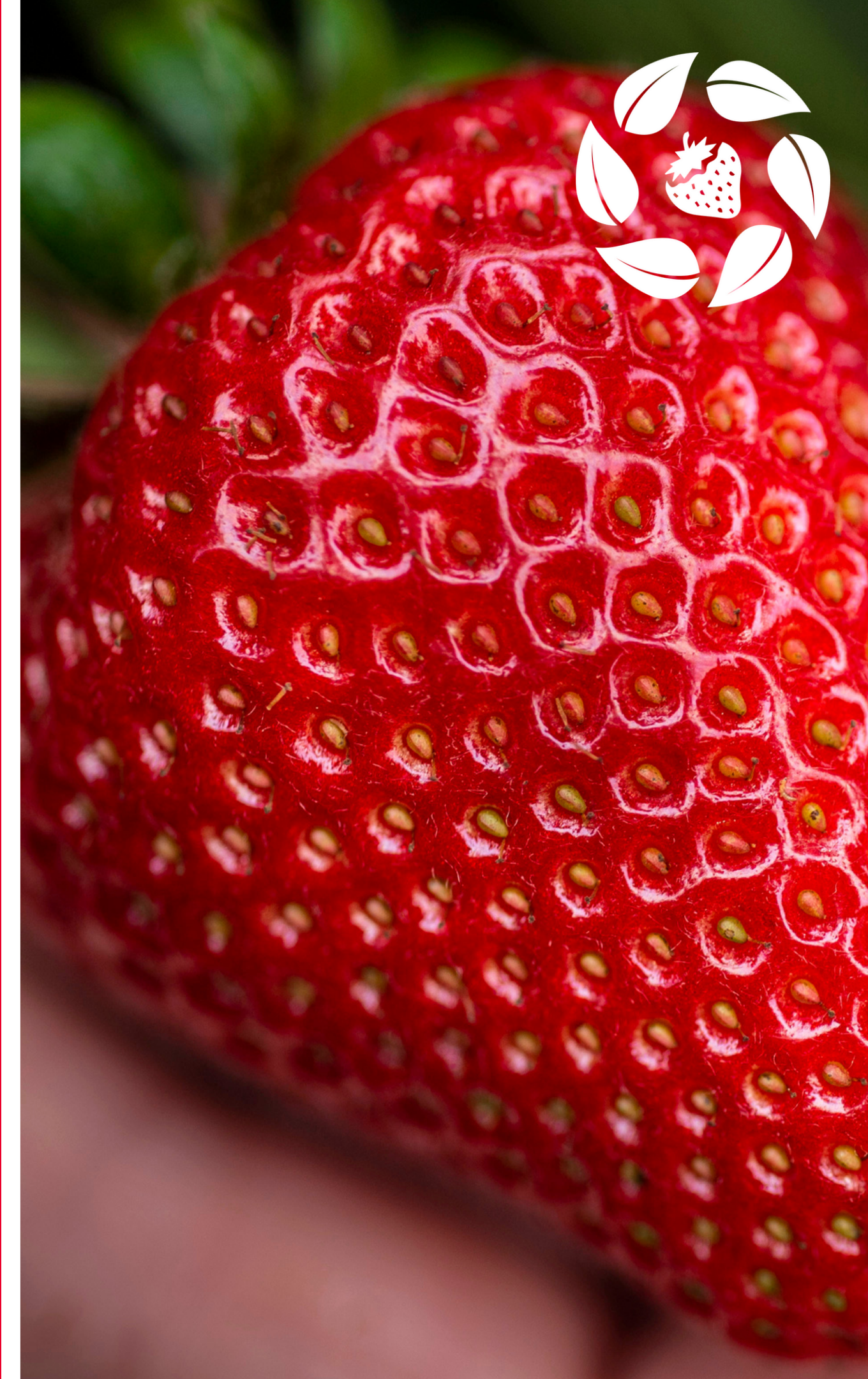
Developed at the University of California, Davis for production in coastal California and other climates where day-neutral cultivars thrive. UCD Moxie produces extremely high yields of marketable fruit over a long growing season with outstanding late season production and is resistant to Fusarium wilt and Verticillium wilt. UCD Moxie produces fewer runners than most other day-neutral cultivars, a characteristic that decreases the need for runner trimming and reduces labor costs, and large, firm, visually appealing fruit with a long shelf life.

 **Highly resistant to Verticillium wilt and Fusarium wilt**

 **Reduced runnering in fruit production**

Disease Resistant With Exceptionally High Yields of Marketable Fruit

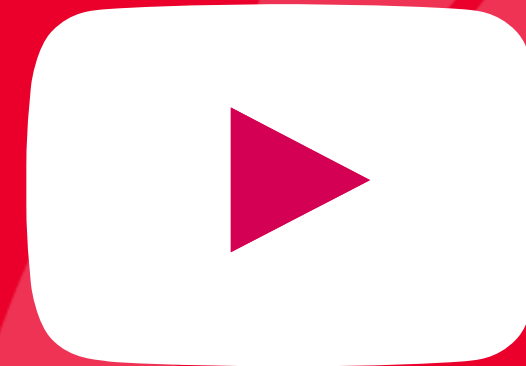
UCD Moxie is an asexually propagated hybrid suitable for production anywhere day-neutral cultivars are grown. This cultivar has produced exceptionally high yields of marketable fruit over a long growing season in production environments where day-neutral cultivars typically thrive. This cultivar is consistently the late season yield leader.







## UCD MOXIE IN ACTION



[Click to play video](#)

GPG

# UCD MOXIE OVERVIEW

## Plant Habit

Exceptionally large  
crowns and fewer  
runners than other  
cultivars

## Seasonality

Long growing season,  
outstanding late season  
yields

## Quality

Very large, firm, visually  
appealing fruit with a  
long shelf life

## Climate

Typical European day-  
neutral and everbearing  
production environments

## Cultivar

Asexually  
propagated  
hybrid

## Yield

Exceptionally high  
yields

## Chilling Requirements

400 to 600 chilling hours  
recommended for  
maximum yield

## Planting Density

50,000 to 60,000  
plants/hectare

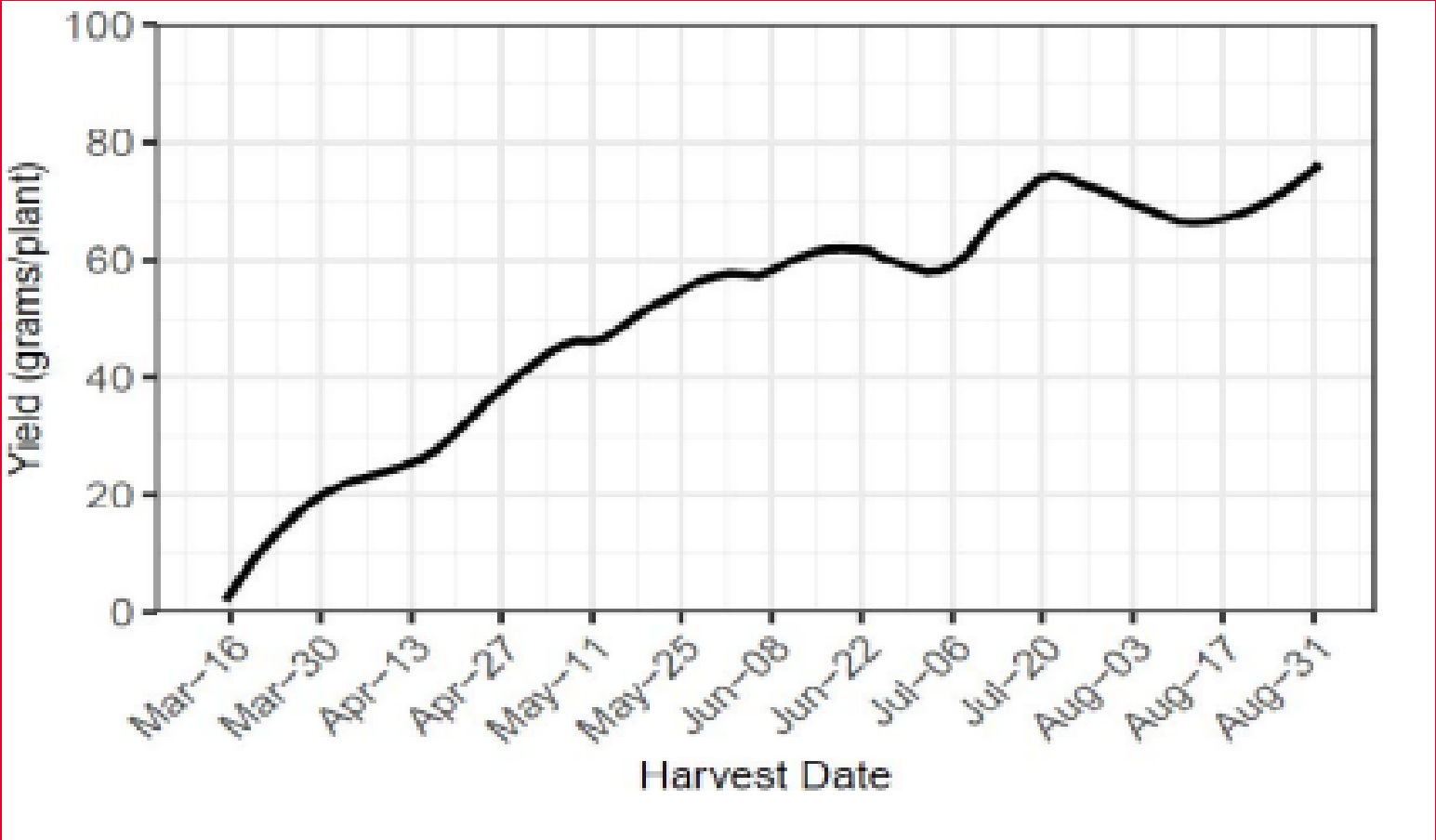




# UCD MOXIE OVERVIEW

🍓 Consistent long season fresh market production

🍓 High yielding and disease resistant



🍓 Exclusive hybrid plants

🍓 Crowns produced from certified disease-free foundation stock

🍓 Technical advice to maximize productivity and profits







## UCD MOXIE REVIEW

"The variety UCD Moxie is a very high yielding Day Neutral variety with strong Fusarium resistance. The fruit is high quality, even; evenly spread throughout the harvest from plants producing very few daughters. We see this as a welcome addition to the Day Neutral market."

Rafael Cambra - Lassen Canyon International



# LICENCE HOLDERS

UCD Moxie strawberry plants can be purchased from the following licensees, according to territory:



Egypt

[nmossilhi@mdgroup.com.eg](mailto:nmossilhi@mdgroup.com.eg)

Highland  
Investment

Jordan

[atayeh@oceanside.jo](mailto:atayeh@oceanside.jo)

JCLM Farming Pty LTD

Australia

[jack@jclmfarming.com.au](mailto:jack@jclmfarming.com.au)



Chile

[tpfeil@losolmos.cl](mailto:tpfeil@losolmos.cl)



UK, EU, Morocco

[contacto@maae.pt](mailto:contacto@maae.pt)



Australia

[Andrew@ssr.farm](mailto:Andrew@ssr.farm)



Australia

[ddavies@tcsrgco-op.com.au](mailto:ddavies@tcsrgco-op.com.au)



UK, EU, Morocco

[arjona@medinagroup.es](mailto:arjona@medinagroup.es)



Viveros Campiñas

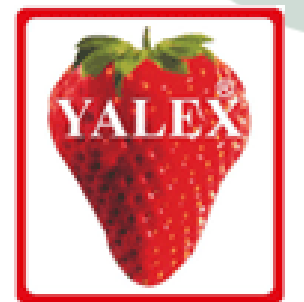
UK, EU, Morocco

[info@viveroscampinas.com](mailto:info@viveroscampinas.com)



UK, EU, Morocco

[info@viveroscarbonero.com](mailto:info@viveroscarbonero.com)



Turkey

[ahmetyaltir@yaltir.com.tr](mailto:ahmetyaltir@yaltir.com.tr)

If you are located in other territories and are interested in the UCD Moxie strawberry, please make contact with us for more information.



GPG Strawberries



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# CONTACT US



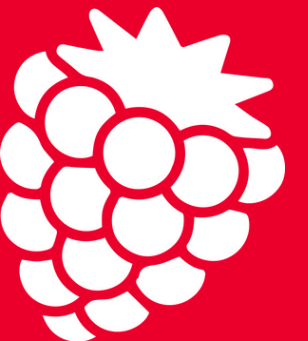
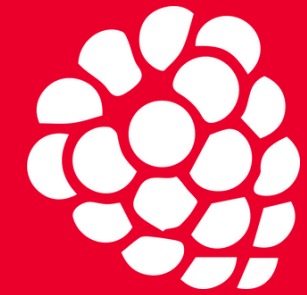
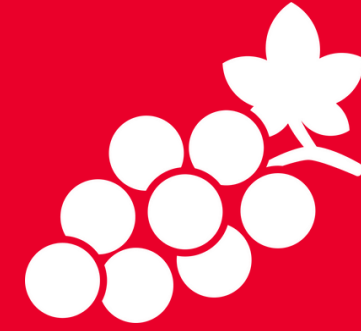
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