

Von

Leading-Edge Blackberry that Delivers Superlative
Flavour and Yield



**Global Plant
Genetics Ltd[®]**

Where Quality Breeds Success

www.globalplantgenetics.com



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VON BENEFITS

☀️ **Mid-range chilling requirements - performs best with 400-800 chilling hours**

☀️ **Thornless canes that are easy to manage**

One of the most recent examples of better eating blackberries is the variety Von, from North Carolina State University. Von offers both growers and fruit marketers a number of advantages. Overall, it provides an excellent combination of fruit quality and exceptional productivity. Von is the result of many years of breeding and is a complex cross of a range of genetics that, all put together, have produced this leading blackberry cultivar. The fruit quality of Von really sets it apart from many varieties currently in the market place. The eating experience is superlative and this is borne out of several factors: a high soluble solids that provide a sweet flavour, low acids that reduce the berry's astringency and uniquely, very small seeds that provide a texture and mouth-feel that are extremely unusual in blackberries.

☀️ **Von requires standard nutrient inputs with no special requirements in order to thrive in its growing environment**

☀️ **Von blackberry has an upright growth habit**

Von's fruits are 6.6g each on average, making them of the medium sized nature. Agronomically speaking, Von blackberry is ideal for growers. It combines thornless canes with an upright growth habit. These character traits mean that the plants are easy to manage in a range of growing situations. Von has a medium chilling requirement and is considered as a late season cropper, making it ideal for season extension purposes. The final and very important fact to mention is that the marketable yields produced by Von are industryleading. Von is set to play an important role in blackberry production across a range of worldwide territories.





VON IN ACTION



[Click to play video](#)

GPG

VON OVERVIEW

Plant Habit

Von blackberry has an upright growth habit. Training with rellis wires is rendered easy

Seasonality

Von is a late season fruiting florican blackberry. Excellent in combination with early types to give a long harvest season

Flavour

Sweet flavour (9.4% soluble solids) Low in acid (pH 3.57)

Fruit Size

Medium sized fruit with an average weight of 6.6g Ideal fruit size for modern blackberry consumers

Firmness

Berries are extremely firm. Berry texture is superb since the seeds within are very small

Fruit Colour

Berries have an excellent black colour. This is combined with a shiny nature at the point of harvest / sale

Yield

Significantly higher production than industry standard varieties with increases of 10-50% in field tests

Post-harvest shelf life

Maintains firmness and excellent colour with a low incidence of red drupelets. Excellent performance in shelf-life testing



VON OVERVIEW

Market

- 🍷 Von is suitable as a premium variety in the fresh market sector.
- 🍷 It is also adapted in the processed fruit market.

Offer

- 🍷 Global Plant Genetics is the license holder in a range of territories.
- 🍷 Make contact with us for specific details.
- 🍷 Technical advice to make the most of the variety



VON COMPARATIVE RESULTS

Cultivar	Total yield (kg.ha -1)			Harvest season (2010-11)		
	2010	2011	2010-11	5%	50%	95%
Chester	814 ab	4383 a	2598 a	3 Aug.	21 Aug.	4 Sept.
Natchez	1281 a	3441a	2361 a	12 July	28 July	14 Aug.
Navaho	1382 a	4421 a	2902 a	29 July	20 Aug.	15 Sept.
Von	218 b	3402 a	1810 a	23 July	9 Aug.	22 Aug.
Ouachita	1131a	405 a	768 a	19 July	7 Aug.	22 Aug.



NATCHEZ REVIEWS

"My name is Joe Esposito I am a farmer from New Jersey and an alumni to Delaware Valley University with a bachelors of science in Horticulture specializing in Commercial Crop production and marketing. We currently grow about 8 acres of blackberries among other several acres of vegetables such as sweet potatoes and various greens. I am reaching out to you because I trialed 500 Von blackberry plants and I have to say I am more than excited about this variety. My Von are on their 3rd growing season and they are just full of flowers top to bottom. Last year was our first year picking and I was shocked on the berry size, yield, quality, taste, and shipping ability of Von. This variety in my opinion is the perfect variety out of the 5 varieties I have grown even out performing the Arkansas varieties that I have grown for years. I would greatly appreciate it if you can keep me updated on any new and more releases you develop, I would gladly trial them if you are looking for northern growers to trial any varieties. Thank you for your time I'll be looking forward to hearing back from you."

Joe Esposito, Blackberry Producer, USA

Triple crown vs Von observation: "Von yield almost same timing as tc, maybe a few days behind. Similar fruit density. Triple crown is larger but much more susceptible to sun burn. Almost no burn in Von, moderate amount in tc. Von would be excellent for wholesale fruit, almost completely better than Ouachita (higher yield, less finicky training, just as firm and uniform size, similar flavor)."

Grower in Virginia

"I see \$ when I see Von berries ripening. It fools you, the first year there is not much fruit, but just wait the second year, you will have plenty. You need to do a better job promoting Von. It is one good berry."

Grower in North Carolina

"Von has done well in our region, and exceptionally well in the cooler regions. Fruit is medium large, has great total yield and ships well. It is a very healthy plant, seems to be slow to show virus symptoms and is resistant to orange rust."

Gina Fernandez, Distinguished Professor at NCSU



LICENCE HOLDERS - PLANT SUPPLY

Von blackberry is licensed to the following companies, according to territory:



Japan

hirose@miyoshi-agri.co.jp



Chile

rolando.garcia@synergiabio.com



TopFruit

Kenya, Namibia, South Africa, Zambia, Zimbabwe

pieterz@topfruit.co.za

LICENCE HOLDERS - FRUIT SUPPLY

Von blackberry is licensed to the following companies, according to territory:



Turkey

ertugrul@adamartarim.com.tr



UK

info@angussoftfruits.co.uk



Portugal

dhorgan@beirabaga.pt



Portugal

geral@madrefruta.com.pt



Argentina, Chile, Ecuador, Uruguay

rolando.garcia@synergiabio.com



Belgium, Netherlands, Luxembourg, Germany, Italy, Spain, Portugal

K.deJager@thegreenery.com



Spain

Jmromero@tierrasdelcondado.com

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



GPG Blackberries



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