

MALUMA INTERNATIONAL COMMERCIALISATION - WHAT'S HAPPENING?



By

**AA ERNST
ALLESBESTE**



"Kwaliteit weens passie"
"Quality through passion"

Allesbeste

INTRODUCTION

'Maluma'

Commercially released: November 2007, VI World Avocado Congress, Viña del Mar, (Ernst, 2007)



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INTRODUCTION

'Maluma'

Enjoys full plant protection:

- **South Africa (ZA 20043215)**
- **USA (US PP21,099 P3)**
- **Pending in the other avocado producing countries**



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INTRODUCTION

'Maluma'

Test agreement:

Israel, Spain, Peru, Chile, New Zealand, Australia, Morocco, Egypt, Mozambique and other African countries

Approved South African export cultivar



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COUNTRIES - PERU

- 20 Hectares planted by end of 2012



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COUNTRIES - CHILE

Quarantine facility



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COUNTRIES – NEW ZEALAND

Dec. 2011: Update on the evaluation of Maluma, a new fruiting cultivar, in New Zealand

[1 Summary](#)

[2 Origin of Maluma](#)

[3 PVR of Maluma](#)

[4 Development of Maluma as a commercial crop](#)

[5 Outstanding characteristics of Maluma](#)

[5.1 Maturity of Maluma compared to Hass](#)

[5.2 Maluma's Growth Habit](#)

[5.3 Maluma's Fruit size](#)

[5.4 Maluma's storage capacity](#)

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COUNTRIES – NEW ZEALAND



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COUNTRIES – AUSTRALIA



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COUNTRIES - EGYPT



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COUNTRIES - SPAIN



BLANCO NURSERY

- Plantation August 2008
- Age in field 3 years.
- Rootstock: Duke-7

TREES

- **Medium Bearing.**
- **Gathered in the sides.**
- **Of piriform form.**
- **Average Vigour.**
- **Leaves thin and abundant, that protect the fruit of solar beams**



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COUNTRIES - SPAIN



BLANCO NURSERY

FRUITS

- Color dark green and brilliant, changing to purple on having matured.
- Form: Long and pear-shaped.
- Height: From 160 gr. to 370 gr.
- Stem very thick near the fruit from 19 to 22 mm.
- Skin wrinkled from 2 to 2,5 mm. of thickness.



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COUNTRIES - SPAIN



BLANCO NURSERY

FLOWERING

**We don't appreciate any difference with Hass variety.
The flowering season goes from March 15 th to April
15th approximately.**

MATURING

**The maturing of the fruit is similar to mature season of Hass,
maybe a little earlier.
However, the production still limited, so this information and
calibers are not significant, since we just have 50 trees.**



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COUNTRIES - SPAIN



BLANCO NURSERY

CONCLUSION

This is an excellent variety, which put Hass variety in the shade with the pass of the years.

We are waiting for your visit to formalize the protect of the variety in Spain.

Best Regards.

Saturnino Blanco



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