



Maluma History and Background

By

André Ernst

Allesbeste

Maluma day
2013



"Kwaliteit weens passie"
"Quality through passion"

'Maluma'

New generation Hass-like
cultivar

- Precocious and productive



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'Maluma'

Approved South African export
cultivar since 2006



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Commercially unveiled:

November 2007, VI World
Avocado Congress, Viña del
Mar, Chile



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'Maluma'

Enjoys full plant protection:

- South Africa (ZA 20043215)
- USA (US PP21,099 P3)
- Morocco (239/09 05/11/2009)
- Pending in the other avocado producing countries

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Test agreement:

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

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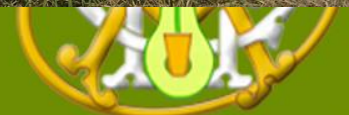
"Kwaliteit weens passie"
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'Maluma' - Peru

2011 - 2013: 85 Ha planted by
7 prominent growers

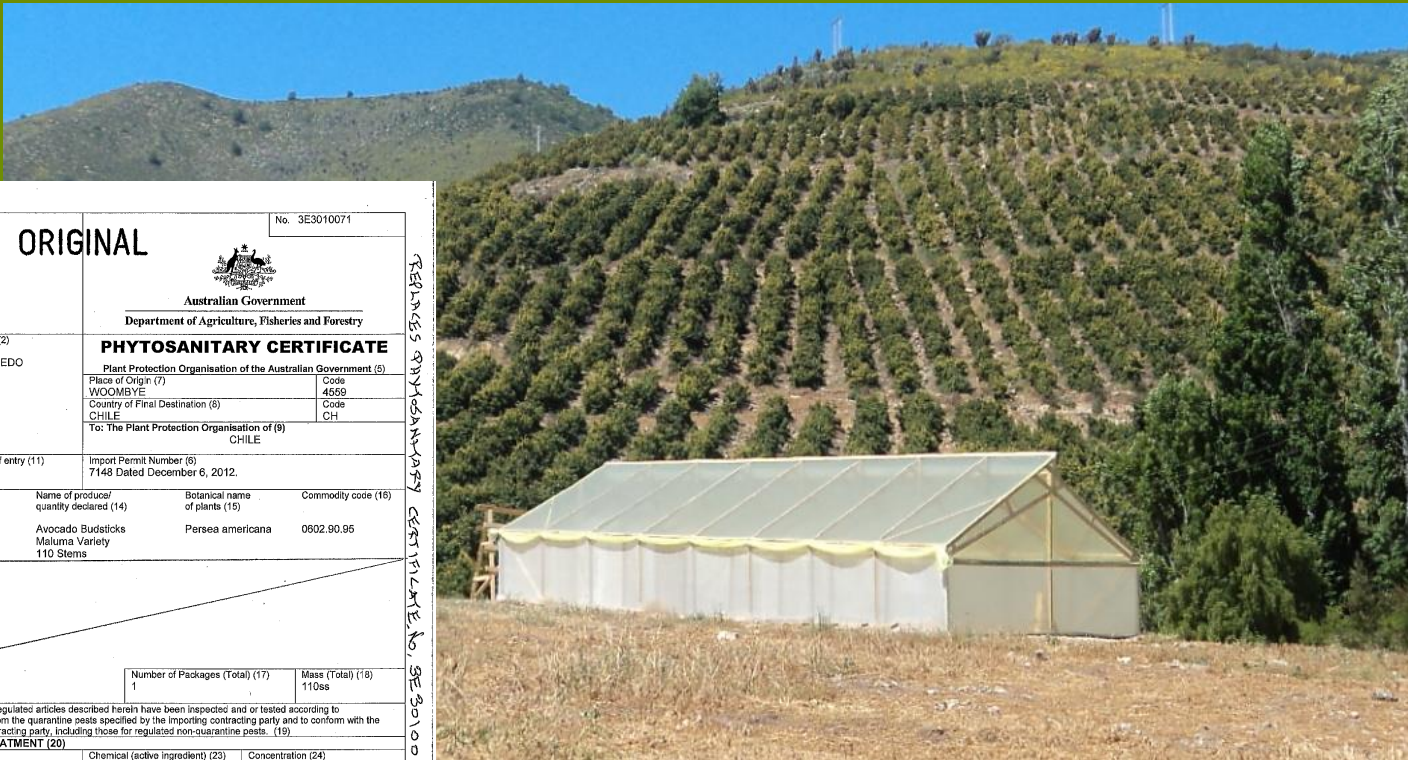


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'Maluma' - Chile



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Name and address of exporter (1) BIRDWOOD NURSERY 71-93 BLACKALL RANGE ROAD WOOMBYE QLD 4559 AUSTRALIA		No. 3E3010071	
<p style="text-align: center;">ORIGINAL</p>  <p style="text-align: center;">Australian Government Department of Agriculture, Fisheries and Forestry</p>		<p style="text-align: center;">PHYTOSANITARY CERTIFICATE</p> <p style="text-align: center;">Plant Protection Organisation of the Australian Government (5)</p>	
		Place of Origin (7) WOOMBYE Code 4559	Country of Final Destination (8) CHILE Code CH
Declared name and address of Consignee/Notify Party (2) JUAN ENRIQUE ORTUZAR & JUAN PABLO TOLEDO VIVEROS SAN JOSE CASA MATRIZ PARCELA 19 POCOCHAY, LA CRUZ CHILE		To: The Plant Protection Organisation of (9) CHILE	
Declared means of conveyance (10) Air	Declared point of entry (11) SANTIAGO	Import Permit Number (6) 7148 Dated December 6, 2012.	
Distinguishing marks and container numbers (12) As Addressed	Number and description of packages (13) 1 Carton	Name of producer/ quantity declared (14) Avocado Budsticks Maluma Variety 110 Stems	Botanical name of plants (15) Persea americana
		Commodity code (16) 0902.90.95	
		Number of Packages (Total) (17) 1	Mass (Total) (18) 110ss
<p>This is to certify that the plants, plant products or other regulated articles described herein have been inspected and or tested according to appropriate procedures and are considered to be free from the quarantine pests specified by the importing contracting party and to conform with the current phytosanitary requirements of the importing contracting party, including those for regulated non-quarantine pests. (19)</p>			
DISINFESTATION AND/OR DISINFECTION TREATMENT (20)			
Date (21) 16.1.2013	Treatment (22) Dipping	Chemical (active ingredient) (23) Bifenthrin/mancozeb	Concentration (24) 0.5m/L & 2.0g/L
Duration and temperature (25)	Additional information (26)		
<p>Additional declaration (27)</p> <p>1) The budwood was derived from mother plants grown in nurseries, 2) A representative sample was inspected and found free of Yellow peach moth (Conogethes punctiferalis), Light brown apple moth (Epiphyas postvittana), Oriental scale (Aonidiella orientalis), Coconut scale (Aspidiotus destructor), White wax scale (Circulifer tenax), Red wax scale (Circulifer tenax), Orange spiney whitefly (Aleuracanthus spiniferus), Whitefly (Aleuracanthus dispersus), Egyptian futed scale (Cecydia aegyptiaca), Pineapple mealybug (Dysmicoccus brevipes), Pink hibiscus mealybug (Maconellicoccus hirsutus), Oriental red mite (Eutetranychus orientalis) and Spider mite (Tetranychus neocaledonicus), 3) The parent plants were inspected during the growing season and found free from Avocado sunblotch viroid, 4) The parent plants were found free through laboratory testing of Avocado sunblotch viroid.</p>			
Place of issue (32) Brisbane	Code 4009		
Name of Inspector (28) R.West	Inspection Date (29) 17/1/2013	Code 4009	
Name of Authorised Officer (30) R.West	Signature of Authorised Officer or Officer of the Dept (34)		

REFERENCES PHYTOSANITARY CERTIFICATE No. SE 301071

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'Maluma' - Australia

Approximately 13000 trees planted

veste



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'Maluma' – New Zealand

Semi-commercial trial plantings



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'Maluma' - Egypt



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'Maluma' - Morocco



Planted 2009

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'Maluma' - Spain



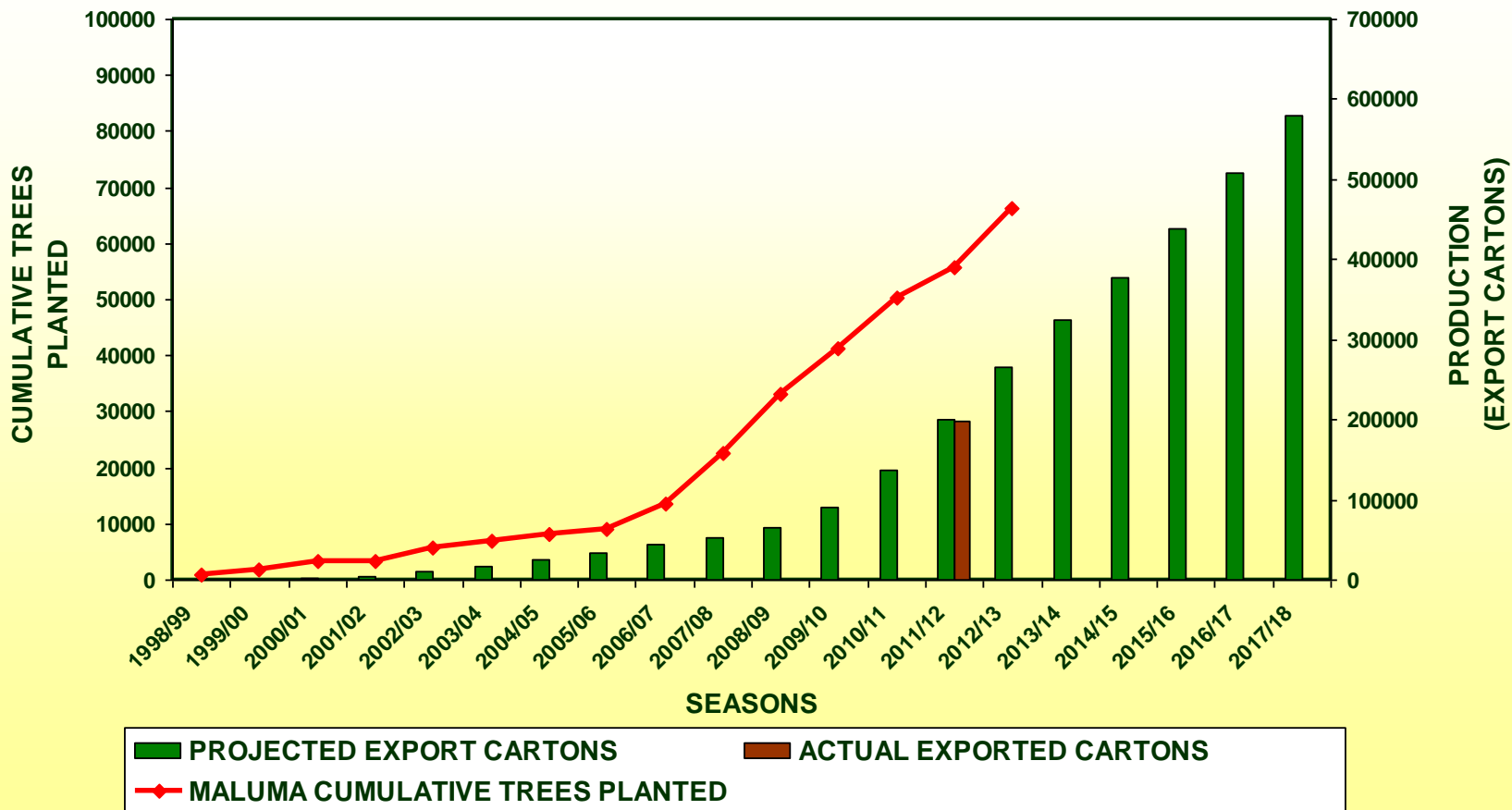
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'Maluma' – South Africa

**MALUMA CUMULATIVE TREES PLANTED AND
CORRESPONDING ACTUAL (2012) AND PROJECTED EXPORT CARTONS
1998 - 2018**



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"Quality through passion"

20130

'Maluma' - Conclusion

- Internationally recognised & considered
- Significant future volume growth
- Future year round presence internationally

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