

# Maluma commercialisation: a progress report

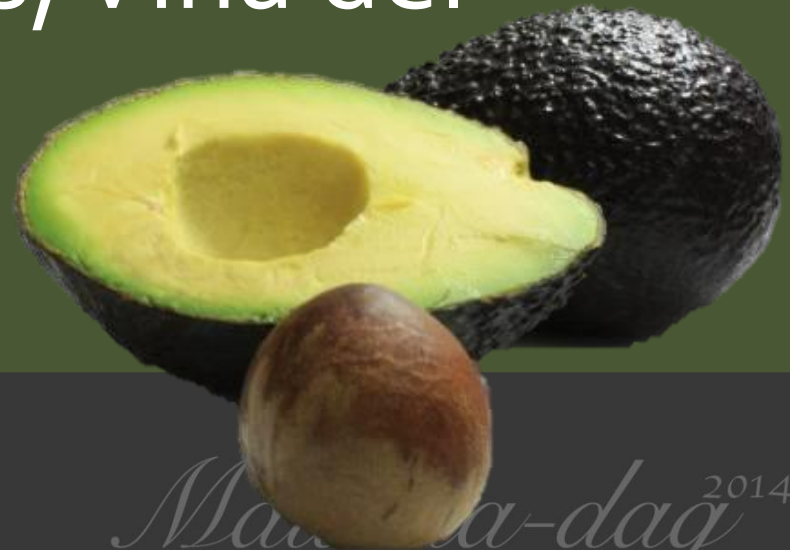
Dr. A.A Ernst - Allesbeste

*Maluma-dag*<sup>2014</sup>

# 'Maluma'

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)
- Egypt (127 – 12/12/2013)
- Pending in the other avocado producing countries



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# 'Maluma' – Mexico

Importation Date:

01/05/2014 - 31/05/2014



Importer:

FUNDACION SALVADOR SANCHEZ COLIN CICTAMEX S.C.



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# 'Maluma' - Chile

Name and address of exporter (1) BIRCHWOOD NURSERY 71-83 BLACKALL RANGE ROAD WOOMBYE QLD 4569 AUSTRALIA		No. 3E3010071	
<b>ORIGINAL</b>		 <b>Australian Government</b> Department of Agriculture, Fisheries and Forestry	
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		<b>PHYTOSANITARY CERTIFICATE</b>	
Plant Protection Organisation of the Australian Government (5)			
Place of Origin (7) WOOMBYE		Code 4569	
Country of Final Destination (8) CHILE		Code CH	
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)	Number and description of packages (13)	Name of product/ quantity declared (14)	Botanical name of plants (15)
As Addressed	1 Carton	Avocado Budsticks Maluma Variety 110 Stems	Persea americana 0902.90.95
		Number of Packages (Total) (17) 1	Mass (Total) (16) 110kg
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)			
<b>DISINFESTATION AND/OR DISINFECTION TREATMENT (20)</b>			
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)		
Additional declaration (27) 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 (Aspidiotia orientalis), Coconut scale (Aspidiotus destructor), White wax scale (Ceroplastes destructor), Red wax scale (Ceroplastes rubus), Orange spiny whitefly (Aleuracanthus spiriferus), Whitefly (Aleuracanthus dispersus), Egyptian figed scale (Carya aegyptiaca), Pineapple mealybug (Dysmicoccus brevipes), Pink hibiscus mealybug (Maconellucoccus nitratus), 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.			
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)		

REF ID: A573473



Quarantine  
Viveros San José



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# 'Maluma' - Morocco



Planted 2009



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# 'Maluma' - Egypt

Planted Nov 2012



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# 'Maluma' - Israel

Quarantine



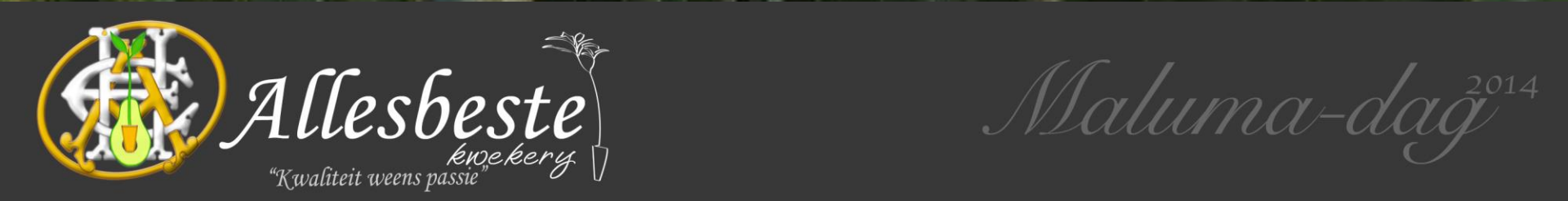
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# 'Maluma' - Israel

## Oren Nursery

### Agent & Sub Licenced



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# 'Maluma' – New Zealand

Riversun Nursery Ltd

Sub Licenced  
during 2013  
Propagate and sell  
Maluma for New  
Zealand



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# 'Maluma' - Spain

Viveros Blanco  
Sub Licenced



Included in cultivar trial at:  
IHSM La Mayora CSIC

## HASS MALUMA



El Hass Maluma es una variedad registrada en Sudáfrica, Estados Unidos, Europa y otros países.

Esta variedad es altamente productiva, dando unos calibres muy altos y homogéneos.

- **Origen:** Sudáfrica.
- **Raza:** Guatemalteca.

## 'Maluma' - Spain



- **Árbol:** De vigor medio, de forma piriforme y triangular, formado en una rama central ascendente de la que salen pequeñas ramas en 360° y descendiendo hacia abajo. Sus hojas estrechas y de color verde oscuro, cubren los frutos no permitiendo que éstos se quemen por los rayos solares. Entra en producción a los 2-3 años.
- **Floración:** Pertenece al grupo A. Su floración se produce desde los primeros días de Marzo a los primeros días de Abril, es decir, un poco antes que el Hass.
- **Marco de plantación:** 4 x 4 m provisionalmente durante unos años y 5,60 x 5,60 m como marco definitivo. O bien 6 x 3 m marco provisional durante unos años y 6 x 6 m como marco definitivo.
- **Fruto:** De forma aplanada y piriforme, terminando en punta en la unión con el pedúnculo. Su piel es de color verde oscuro y muy brillante, con un grosor de 1,5 a 2,5 mm. Al madurar, pasa a color púrpura. El pedúnculo tiene un grosor de 19 a 22 mm, lo que le da una mayor resistencia a la caída del fruto cuando hace viento.
- **Pulpa:** La pulpa es suave, ligeramente fibrosa y de muy buen sabor; con un color verdoso que pasa a amarillo al ir madurando. La materia grasa es similar a la de Hass.
- **Tamaño de la semilla:** La semilla es excepcionalmente pequeña comparándola con cualquier otra variedad, ya que tiene del 10% a un 15% del peso de la pulpa.
- **Peso de la fruta:** 150 a 380 gr.
- **Calibres del fruto:** El 90 % es del calibre 12 al 20 y el resto del 22 al 26.
- **Maduración del fruto:** Desde principios de Diciembre hasta mediados de Mayo.

# 'Maluma' - Mozambique

## Moz Avos Limitada



24 June 2013:  
Sub Licenced to Propagate Maluma



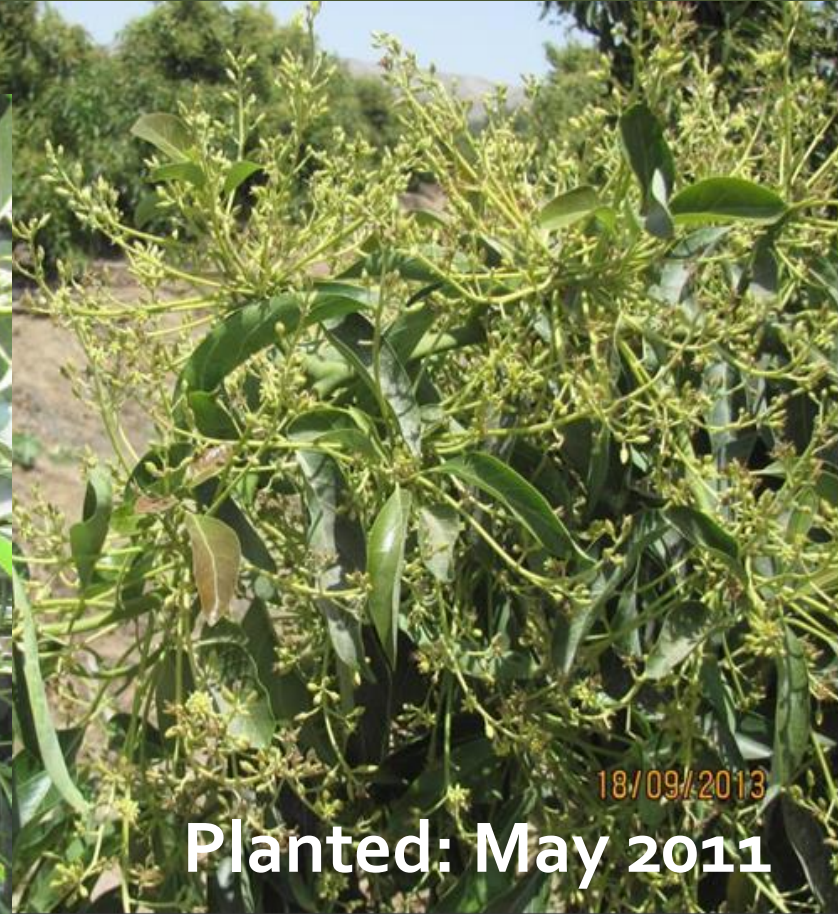
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# 'Maluma' - Peru

More than 21000 trees  
planted since 2011

First Harvest April 2013



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# 'Maluma' - Australia



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# 'Maluma' - Australia

## New avocado variety about to hit Australian market

A new cultivar of avocado will hit the market in Australia this March. The new Hass-like variety, Maluma is "bigger and better" than the original Hass variety. The new precocious variety is being grown by Henk van Niekerk from DBC Farming in the Atherton Tableland region in Queensland.

FreshPlaza 23 January 2013



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# 'Maluma' - Australia

"The Maluma avocados did not really suffer much from the recent heatwave, there was a little leaf burn but no damage to the fruits," explains Henk. "We expect to get around **3000 cartons this year**, which will multiply up to **20,000 next year** and then **200,000 in the years to come.**"



# 'Maluma' - Australia

## Maluma supply chain challenge 2013

### Contents:

Introduction

Points to consider

Testing Criteria

Temperature Management

Supply Chain Calendar / Temperature Guide

Pre-cooling & Transport

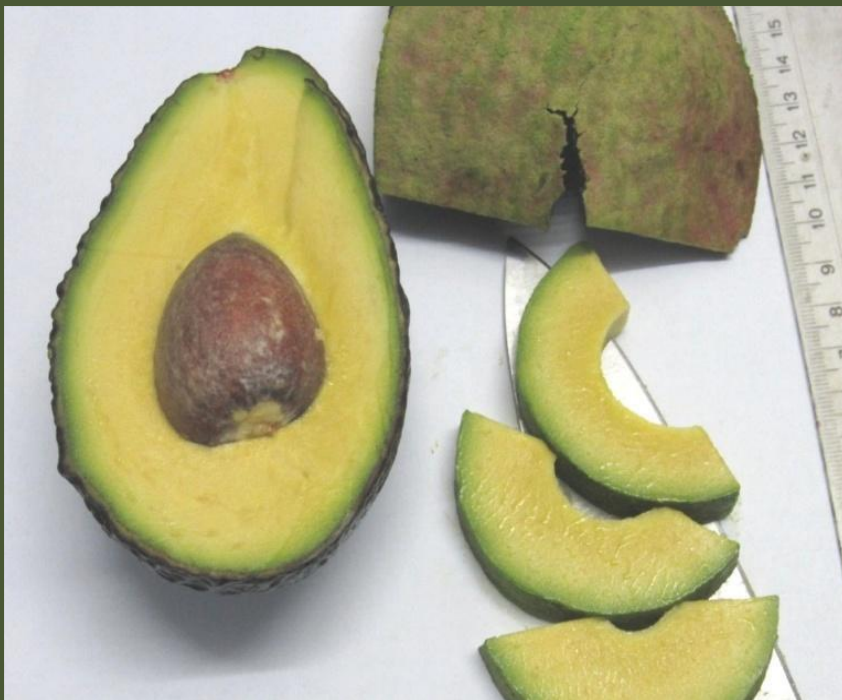
S2 storage and ripening log

S3 Storage and ripening log

Shelf life testing

Shelf life results Outward appearance Internal appearance **WIBIT (would I buy it) test** Staff feedback

Summary The negatives The Positives



# 'Maluma' - Australia

## WIBIT (would I buy it) test

Appearance External - Colour	Rating Score - 1-10	Photo	Appearance Internal - Colour	Rating Score - 1-10	Texture - Soft, Firm, Crunchy, Smooth	Rating Score - 1-10	Flavour - Buttery, Watery, Acidic, Bland, Sweet	Rating Score - 1-10	WIBIT Score (1 - 40)
Purple/Green Colour - Rubbing at Stem	7		Clean	8	Smooth	8	Watery	8	31
Purple skin is completely dark	8		Clean	8	Smooth	8	Buttery	8	33
Purple skin is completely dark	8		Clean	8	Smooth	8	Buttery	8	31
Some green on purple fruit is mainly dark	5		Bruising	4	Smooth	7	Sweet/Bland	7	24

26 to 40 =

GOOD

14 to 25 =

OK

1 to 13 =

POOR



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# 'Maluma' - Australia

## Staff Feedback

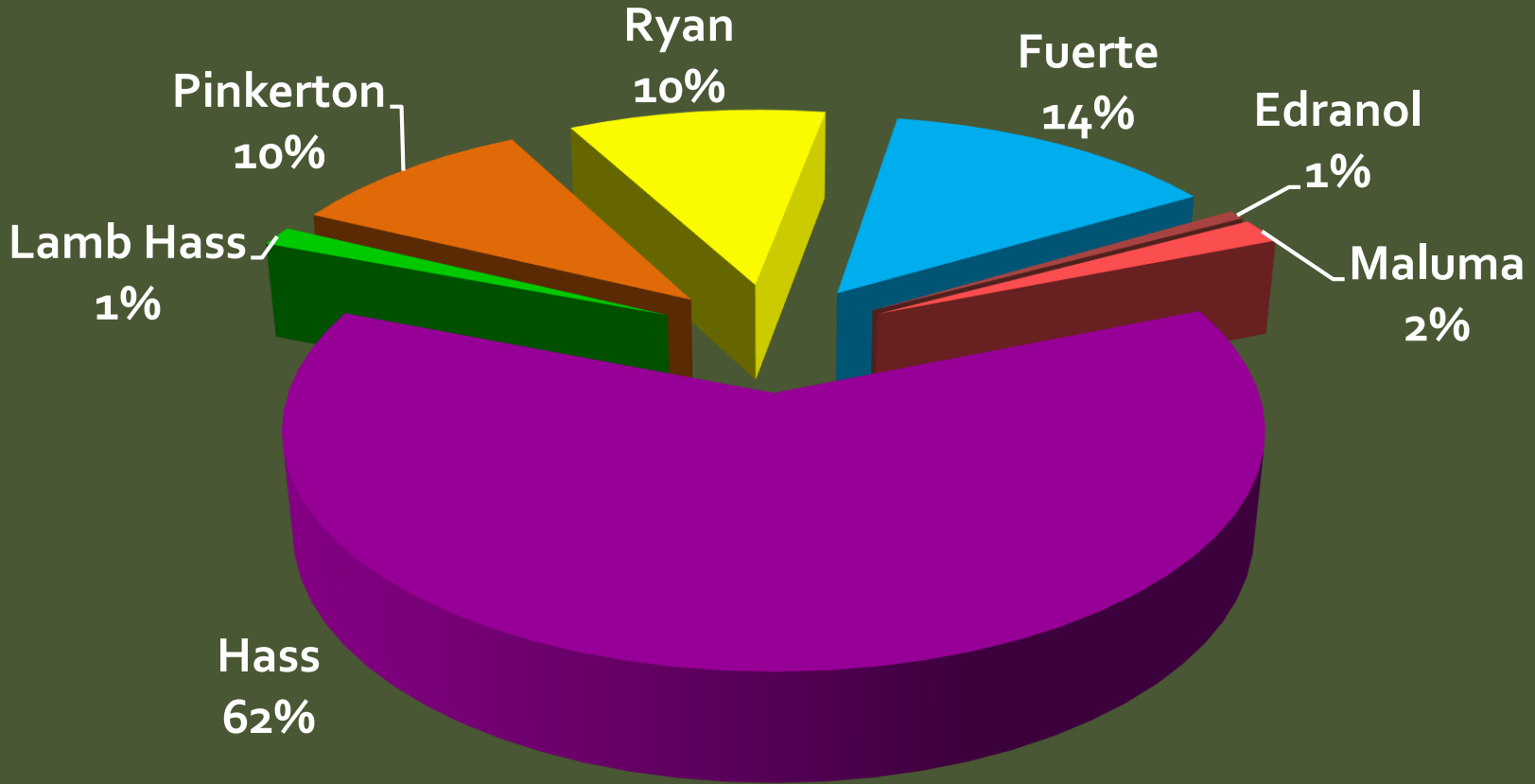
"In addition to the WIBIT test - feedback from staff and their families. The feedback was mostly favourable to the variety. Most commented on the roughness of the skin making the fruit somewhat unattractive however **all gave positive feedback regarding the flesh of the fruit both visually and with taste, all mentioned the small seed as a positive**".



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# 'Maluma' – South Africa

## Export % Breakdown per Cultivar for 2013

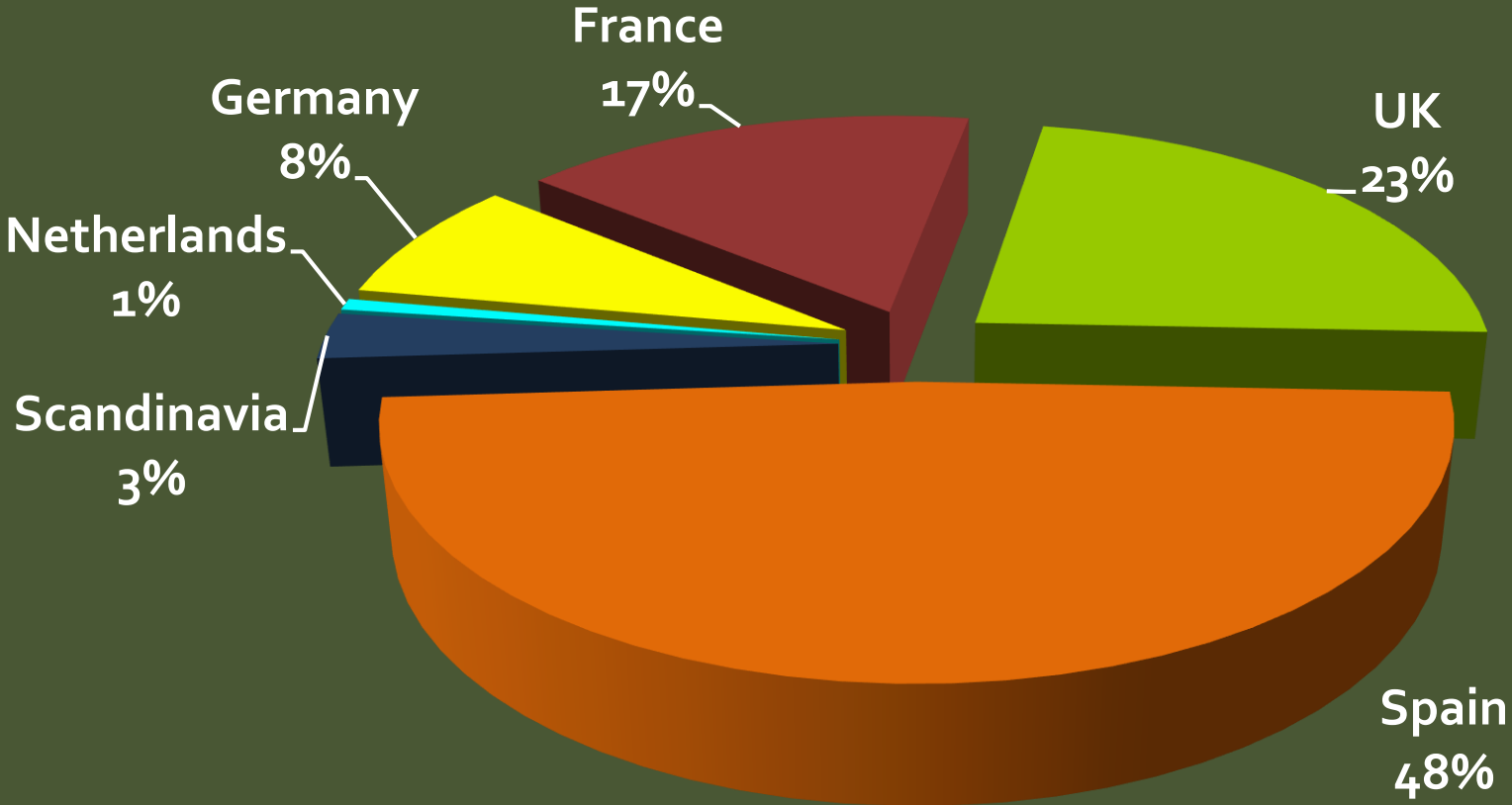


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# 'Maluma' – South Africa

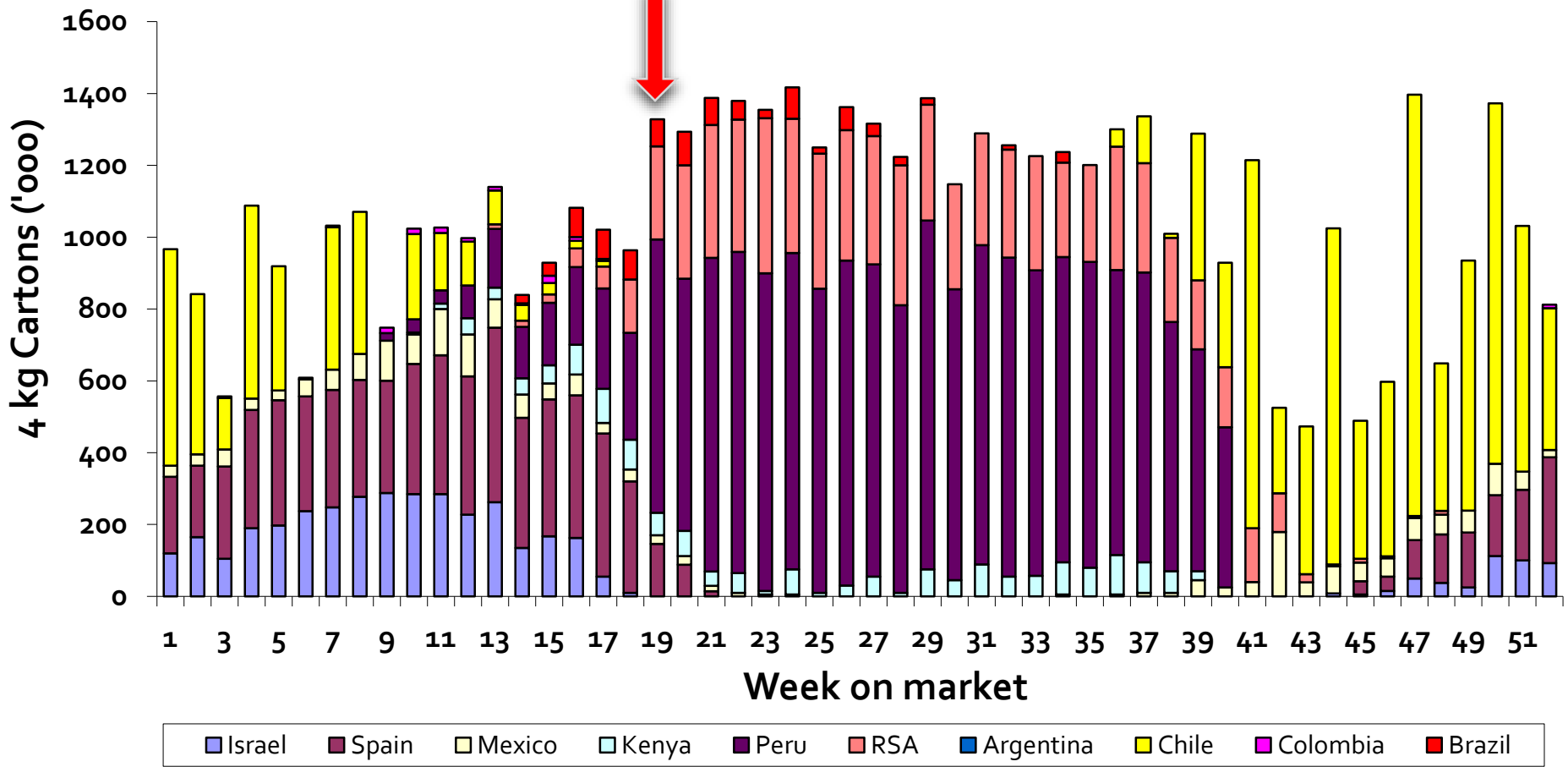
## Maluma Export % per Country for 2013



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# 'Maluma' – South Africa

## 2013 EU Hass supply (updated 27/12/2013)

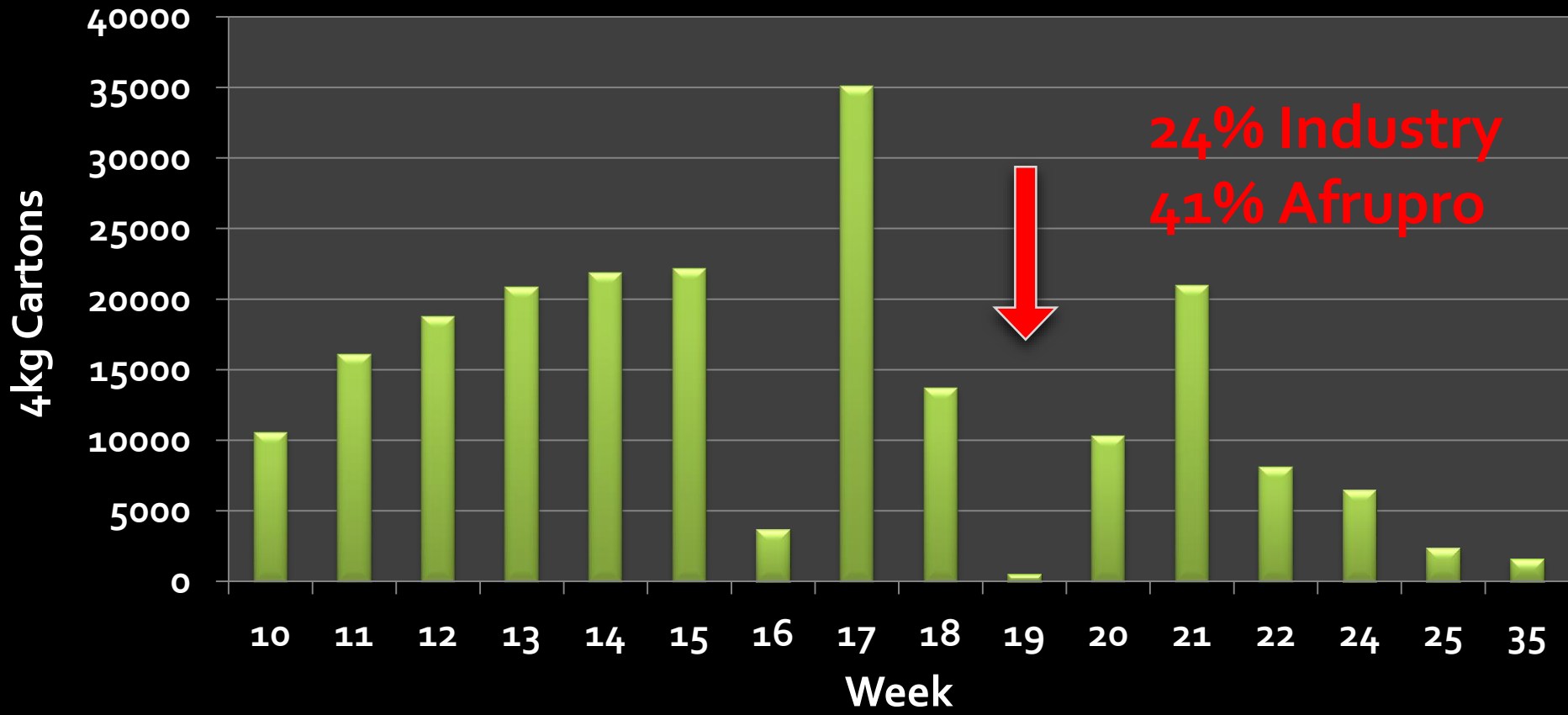


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# 'Maluma' – South Africa

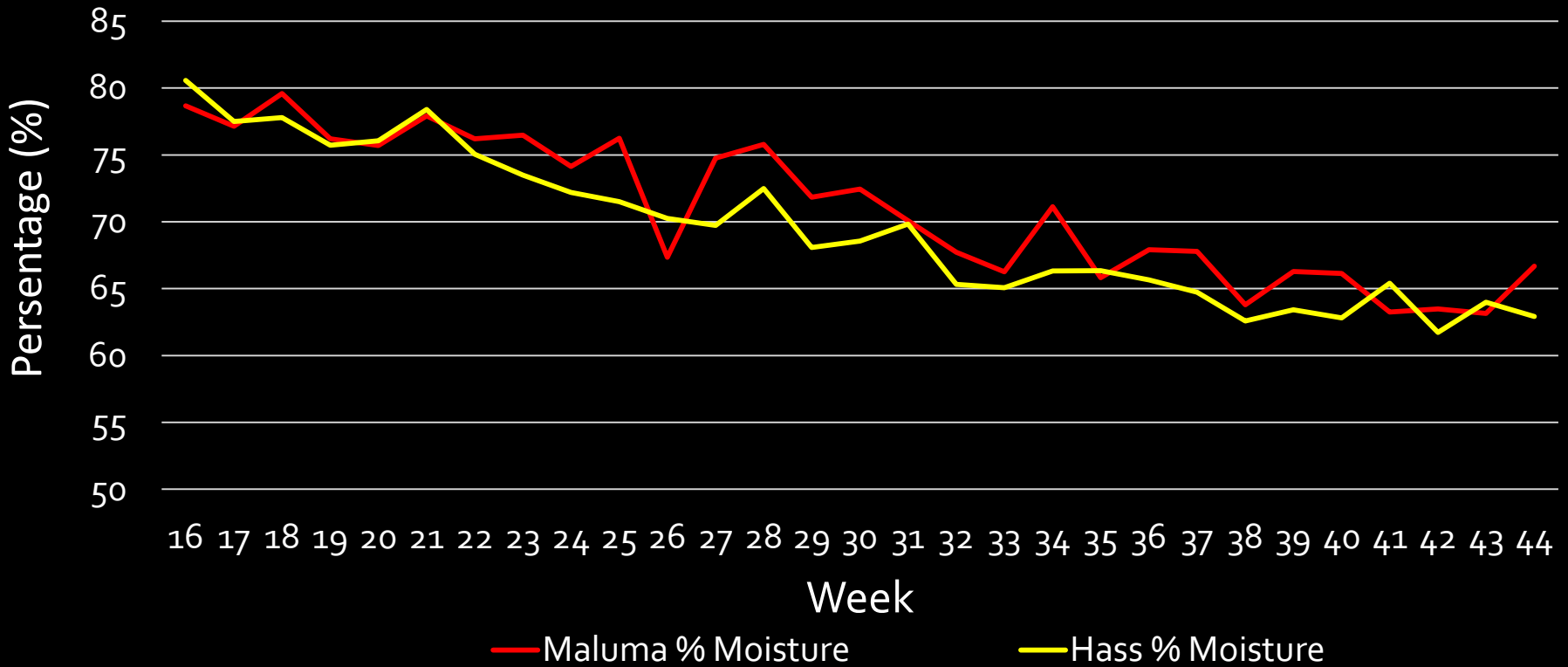
## Total Maluma Cartons Exported per Week during 2013



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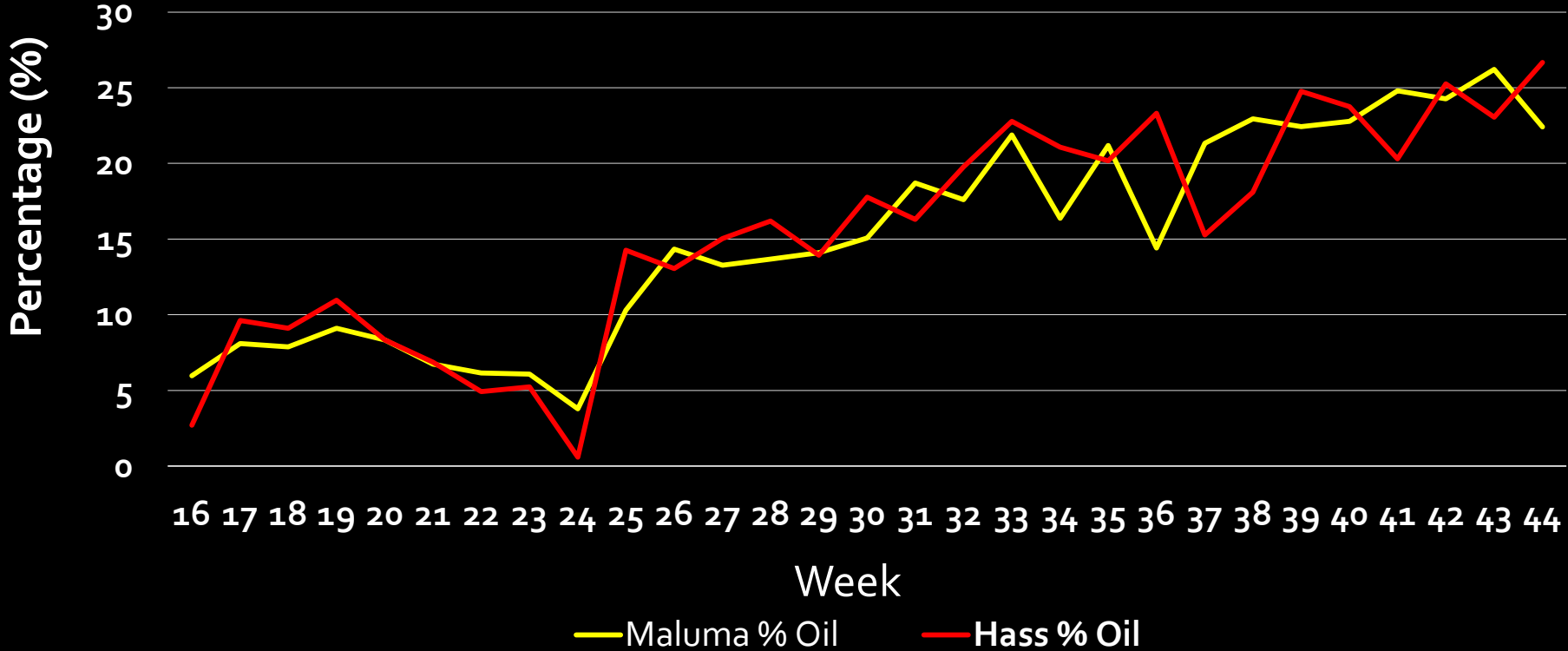
# Comparison between Fruit Moisture % of Maluma and Hass - 2013



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# Comparison between Fruit Oil % of Maluma and Hass - 2013



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# 'Maluma' – South Africa



Precocious!  
Productive!  
Preferred!



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# 'Maluma' – South Africa



Thank you!



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