



Allesbeste

"Kwaliteit weens passie"
www.allesbeste.com



Establishing a New Generation Cultivar

Dr. A.A Ernst - Allesbeste

2015
Maluma-dag

An industry dominated by a single cultivar, or that produces too few new cultivars, is vulnerable.



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Ironically no less than 13 fruiting cultivars presently receives intellectual property protection in various countries, of which less than half has established themselves commercially



Tables and Figures

Table 1: Avocado cultivars which presently have intellectual property protection in different parts of the world. (modified from Tucker¹, Pers. Comm., 2007). This is not a complete list and protection is pending for other cultivars in many other countries.

Tabla 1. Variedades de aguacate que presentemente tienen protección intelectual en diferentes partes del mundo. Esta lista es incompleta y la protección es pendiente para otros cultivars en muchos otros países.

Cultivar	Owner	Where protected	Type of cultivar
Barr Duke	University of California	USA	Rootstock
'Merensky 1' (Latas™)	Westfalia, South Africa	South Africa, USA, Australia, New Zealand, Israel, Spain, Chile, Brazil, Peru (pending)	Rootstock
'Merensky 2' (Dusa™)	Westfalia, South Africa	South Africa, USA, Australia, New Zealand, Israel, Mexico, Spain, Chile, Brazil, Peru	Rootstock
'Pvt'	Peet van Tonder, South Africa	South Africa, Australia, New Zealand	Rootstock
Thomas	University of California	USA	Rootstock
'3-29-5' (Gem)	University of California	USA, South Africa, Kenya.	Fruiting
#86 (Berwil, Bundaberg Gold)	University of California	Australia	Fruiting
'AO.06'	Westfalia, South Africa	South Africa, USA, Kenya	Fruiting
'Alpha Krome'	Krome family, Brooks, Neal Palmer	USA	Fruiting
'Carla'		USA	Fruiting
'Don Gillogly'	Don Gillogly	USA	Fruiting
'Fruta De Oro Seedless'	Juan Salas, Costa Rica	USA	Fruiting Seedless
'Harvest'	University of California	USA, South Africa, Kenya, Israel	Fruiting
'Lamb Hass'	University of California	USA, South Africa, Spain, Australia, Chile, Israel	Fruiting
'Llanos Hass'	Llanos family, Western Australia	Australia, South Africa, USA, New Zealand	Fruiting
Maluma Hass	A. Ernst	South Africa, Australia, New Zealand	Fruiting
'Mendez No. 1' (Carmen@Hass)	Carlos Mendez Vega	USA, South Africa, Kenya, Spain, Israel, Australia	Fruiting
'Sir-Prize'	University of California	USA, South Africa	Fruiting

¹ Dr William T. Tucker, Executive Director, Research Administration and Technology Transfer, University of California, 1111 Franklin Street, 5th Floor, Oakland, CA 94607, Tel: (510) 587-6037, Fax:(510) 587-6090



Presently 'Hass' is the world's premium avocado cultivar, which originated as a chance seedling planted in 1925 by Rudolph Hass in La Habra Heights, California. A plant patent was granted in 1935 in California, which expired in 1952. 'Hass' only established itself during the late 1970's (40 years later), as the initial acceptance of 'Hass' by packers, distributors, retailers and end users, as a superior commercial cultivar was slow. 'Hass' received resistance because of its fruit being black-skinned, rough and small



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‘Maluma’, a new generation cultivar, was discovered, during the early 1990’s, by Andries Joubert on his farm Maluma in Levubu, South Africa. Plant Breeder’s Rights were granted to Allesbeste Nursery on 7 November 2004. Maluma was commercially released during November 2007 at the VI World Avocado Congress, Chilé, after 8 years of intensive semi-commercial research. Successful commercial establishment in the European Union and United Kingdom occurred within another 8 years – less than 16 years after Maluma was entrusted to Allesbeste



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This achievement was made possible through the active integration of the following:

- Horticultural attributes
 - Precocity
 - Production



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- Horticultural attributes

- Production
- Central leader
- High density



- Horticultural attributes
 - Central leader
 - High and ultra density
 - 5 X 2,5 (400 / Ha)
 - 2,5 X 2,5 (1600 / Ha)



- Horticultural attributes

- Orchard frost damage - **Maluma = tolerant**

Orchard



Hass



Storage induced



Achievement made possible through the active integration

- Marketing attributes
 - Well suited for and well accepted in ripe and ready programs

QC CHECK SUMMARY REPORT		greenlight					
FILTER: 3 Suppliers							
BETWEEN: 19/05/2014 AND 23/05/2014							
ASSESSMENT TYPE: INTAKE CHECK							
Assessment	Check	Target	Comments	Date checked	Score	QA Status	Mobile user
Avocado Intake x12	61855	140561, 398127507, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 12, D6953, HSS, Eurofresh Peru, ZA, Conventional, 12, 264, 20/05/2014, VOR1405810, 8.20, N/A	Good looking fruit. Only minor defects.	20/05/2014 16:27:19	97	Green	Anca Petchell
Avocado Intake x12	61860	140561, 398127696, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 12, D6953, HSS, Eurofresh Peru, ZA, Conventional, 12, 264, 20/05/2014, VOR1405810, 8.20, N/A	Red: Insect Damage Good looking fruit. Only minor defects.	20/05/2014 16:29:30	92	Green	Anca Petchell
Avocado Intake x18	61834	140562, 398127298, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 18, D7024, HSS, Eurofresh Peru, ZA, Conventional, 18, 264, 20/05/2014, BIO-VOR1402468, 7.80, N/A	Nice fresh looking fruit.No many defects noted.	20/05/2014 16:08:28	99	Green	Anca Petchell
Avocado Intake x18	61835	140562, 398127668, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 18, D6953, HSS, Eurofresh Peru, ZA, Conventional, 18, 264, 20/05/2014, VOR1405810, 8.20, N/A	Nice fresh looking fruit.No many defects noted.	20/05/2014 16:12:39	98	Green	Anca Petchell
Avocado Intake x20	61841	140563, 398127920, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 20, D6953, HSS, Eurofresh Peru, ZA, Conventional, 20, 264, 20/05/2014, VOR1405810, 8.20, N/A	Good quality fruit. No issues.	20/05/2014 16:19:29	98	Green	Anca Petchell
Avocado Intake x20	61845	140563, 398127655, 43363, AFRUPRO EXP (TESCO), SGR3016, Avocado (AVOC), 4kg x 20, D6953, HSS, Eurofresh Peru, ZA, Conventional, 20, 264, 20/05/2014, VOR1405810, 8.20, N/A	Good quality fruit. No issues.	20/05/2014 16:21:25	97	Green	Anca Petchell



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- Marketing attributes
 - Well suited for and well accepted in ripe and ready programs



Achievement made possible through the active integration

- Competent, loyal and passionate participants
- Vibrant trade relationships
- Additional economic value for all participants
- Technical support, able to deal with the critics



Avocado milkshake






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Achievement made possible through the active integration

- Branding and promotion



Tsamaya o bulele

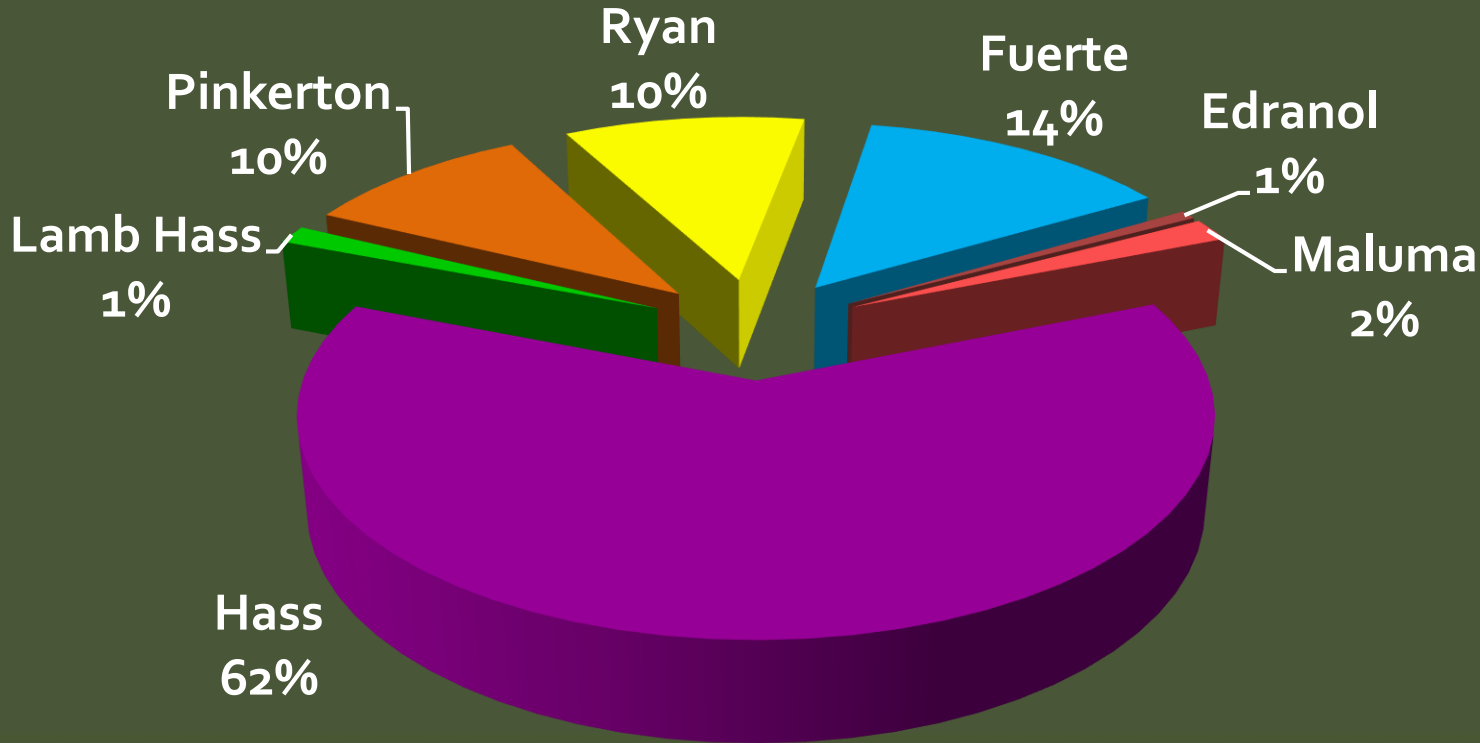
 @maluma_avo  @maluma_avo  maluma_avocado #maluma_avo



Achievement made possible through the active integration

- Significant marketable volumes

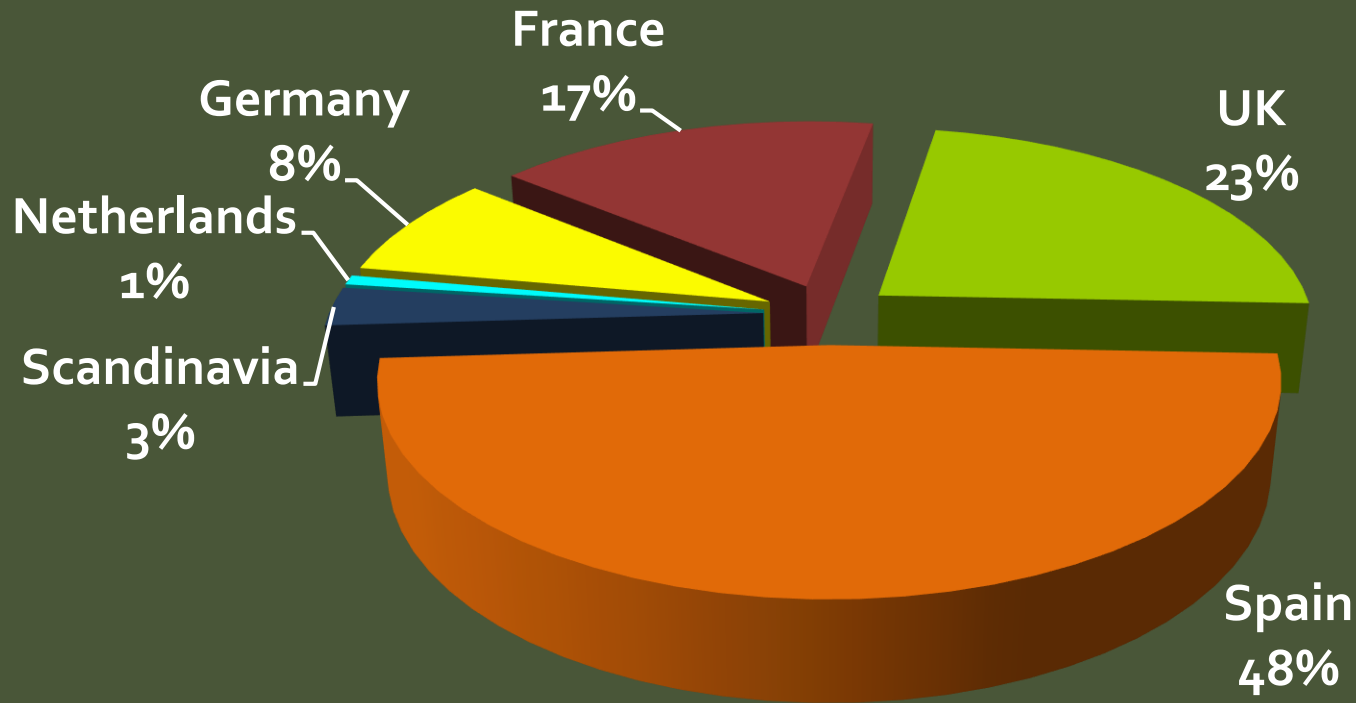
Export % Breakdown per Cultivar for 2013



Achievement made possible through the active integration

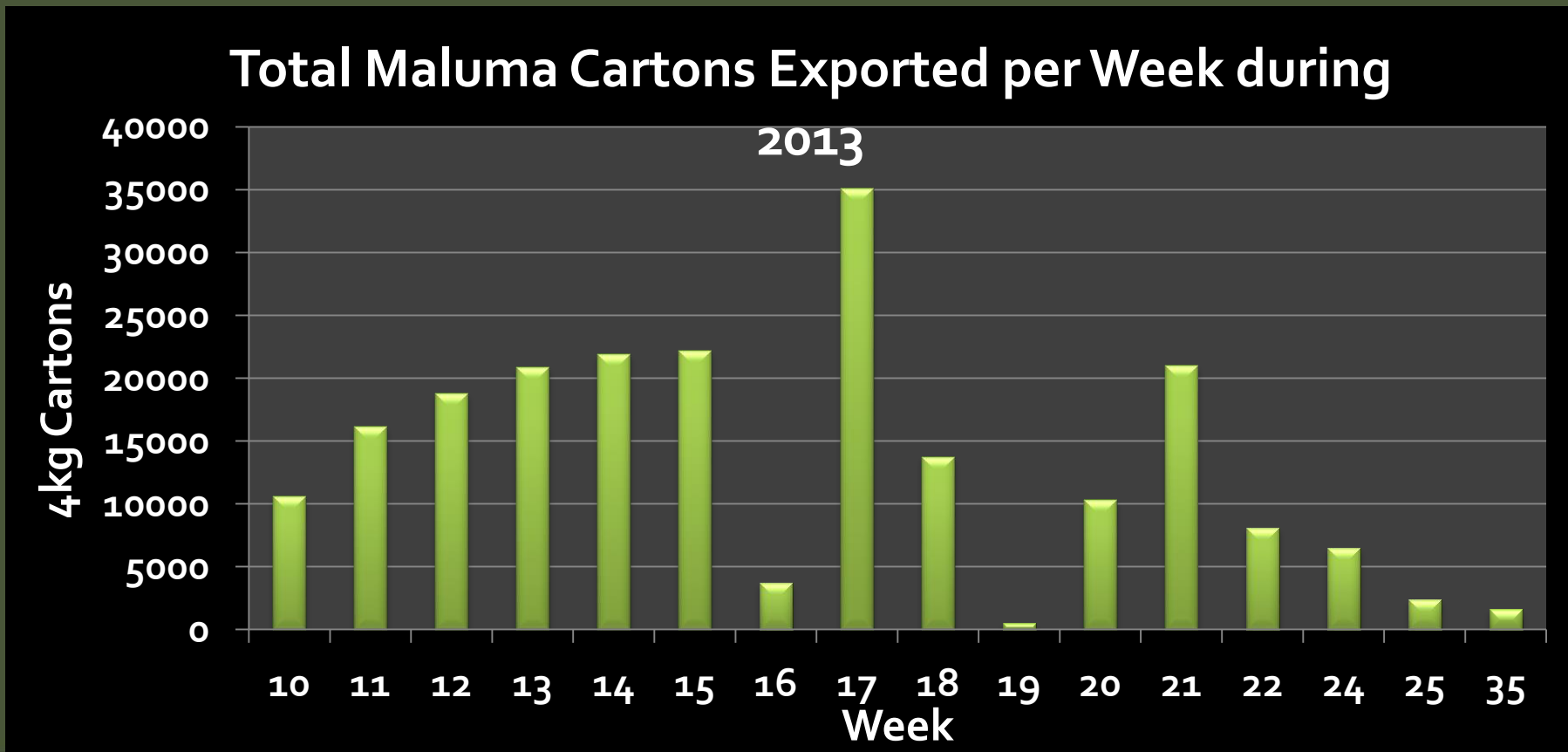
- Significant marketable volumes

Maluma Export % per Country for 2013



Achievement made possible through the active integration

- Significant marketable volumes



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Achievement made possible through the active integration

- Strategic establishment to ensure future 12 months' market presence

Enjoys full plant protection:

- South Africa (ZA 20043215)
- USA (US PP21,099 P3)
- Morocco (239/09 05/11/2009)
- Egypt (127 – 12/12/2013) Australia (07/07/2014 4840)
- Filed / pending: New Zealand, Israel, EU, Peru, Chile, Brazil, Argentina, Mexico and Columbia.



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Achievement made possible through the active integration

- Strategic establishment to ensure future 12 months' market presence initially in the UK and EU. Countries of importance:
 - Spain
 - Peru
 - Mozambique
 - Israel
 - Egypt
 - Chile



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'Maluma' - Spain

Viveros Blanco
Sub Licenced

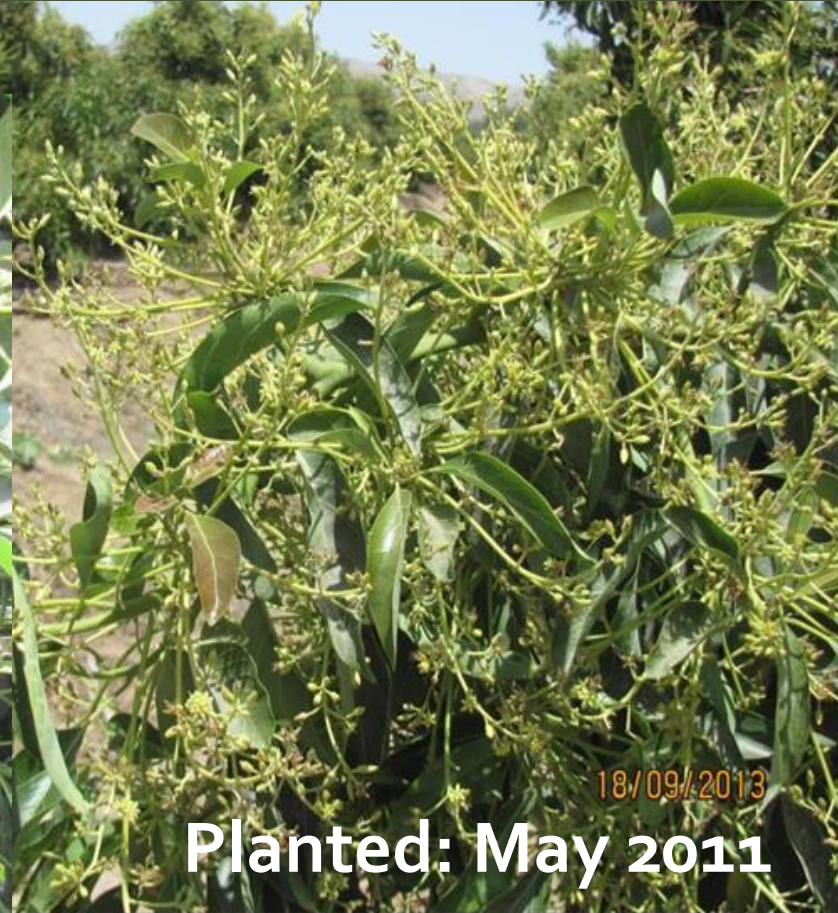


Included in cultivar trial at:
IHSM La Mayora CSIC

'Maluma' - Peru

More than 21000 trees
planted since 2011

First Harvest April 2013



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'Maluma' - Mozambique

Moz Avos Limitada



24 June 2013:
Sub Licenced to Propagate Maluma

'Maluma' - Israel

Oren Nursery

Agent & Sub Licenced



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'Maluma' - Egypt



Planted October 2012



Photo: November 2014

This active integration was achieved by **Allesbeste's** vertical integration through the following structures:

- Propagation (Allesbeste Nursery)
- Farming (Allesbeste Boerdery)
- Packing (Letaba Pakkers)
- Exporting (Afrupro Exporters)

providing a platform for efficiently applying its inherent skills in all fields

We are what we repeatedly do.

Excellence then, is not an act, but a habit

Aristotle



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*Thank you for
accompanying us on
the Maluma journey*