



Maluma



Suitability for ripe and ready

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Scope of Trails:

- Maluma , Hass and Fuerte were ripened and evaluated on:
 - External Quality
 - Density Readings
 - Internal Quality: Taste, Flesh discolouration and seed size





External Quality

- Ripe and Ready Market: Cosmetic Value





AVO FUERTE



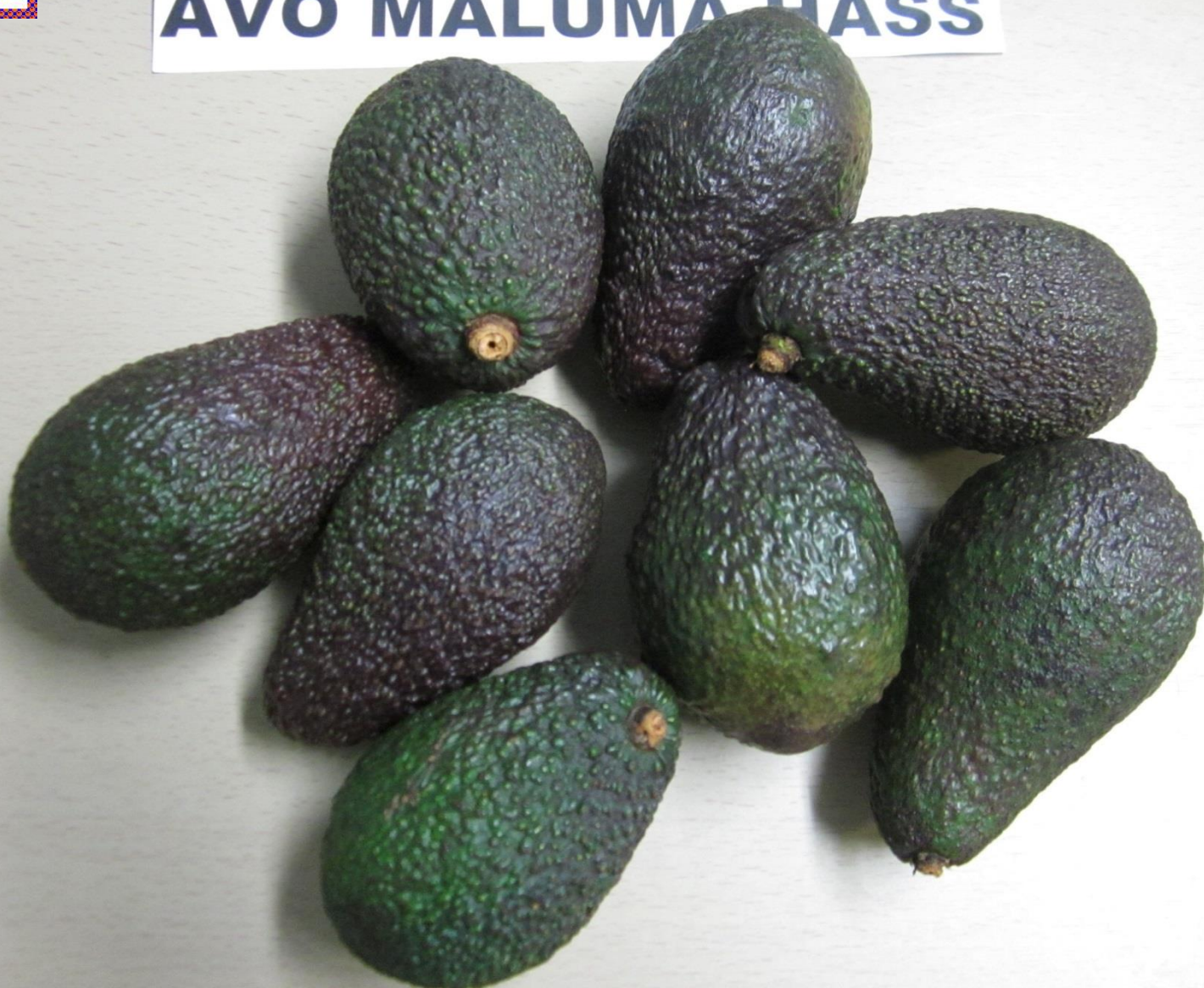


AVO HASS





AVO MALUMA HASS





AVO FUERTE

AVO MALUMA HASS

AVO HASS





AVO MALUMA HASS



AVO HASS



AVO FUERTE





External Quality:

- All 3 varieties showed typical: orchard and harvesting damage i.e. sunburn, insect marks, lenticel damage and wind marks

**Maluma: Dark purple/
black skin**





The dark green to purple skin colour did hide most of the external orchard damages.

It was noted during the season, Maluma didn't always turn into a dark purple colour.

The darker green colour, even though it hadn't turned purple, was cosmetically more appealing compared to the standard Hass variety.





Density Readings

Maluma's density ripeness was far more consistent compared to Hass.

Although both Maluma and Hass appeared harder on the outside (skin) they were both perfectly ripe on the inside.





- Internal Quality

Taste:

No real difference was noted between Hass and Maluma.





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• Discolouration

Method

- Hass, Maluma and Fuerte were cut open and left for 30 minutes :
 - Fuerte: all turned black
 - Hass: reddish brown discolouration
 - Maluma: reddish brown , but after a longer period.

Fruit maturity does play a role.



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AVO FUERTE



AVO MALUMA HASS





AVO FUERTE





AVO FUERTE



AVO HASS





AVO MALUMA HASS





Seed Size

Fuerte: 19% of fruit consists of seed

Hass: 19% of fruit consists of seed

Maluma: 8% of fruit consists of seed.

Advantage of Maluma

Less seed and more flesh

Better value for Money for customers





SEED SIZE

AVO FUERTE



AVO HASS



AVO MALUMA HASS



Conclusion

- Maluma is very well suited for local ripe and ready programs, with characteristics such as:
 - Quality
 - Sizing
 - Appearancemaking Maluma very favourable for the retail industry.