



## 'Elegance' Strawberry Available for Planting

Elegance is an exciting new Strawberry variety from the breeding programme at East Malling Research in the UK. Elegance, as the name suggests produces an elegant looking berry that is bright orange-red out-shining other Strawberry varieties, with a very uniformly conic shape. The berries have good skin strength and shed rain very effectively. The flavour is best when the berries are mature and fully coloured, reduced nitrogen and water levels enhance the eating quality.

The fruits of Elegance hold well without darkening in colour both on the plant and in-store. This characteristic was displayed to great effect at a recent Grower Open Day at the Proefcentrum Fruitteelt VZW, a research station at Tongeren in Belgium. Samples of Elegance fruit picked that day were presented alongside fruit harvested seven days previously. Very little difference in quality was observed between the samples, the stored fruit still having a bright red colour, unbruised skin and green calyx. Out of the 39 varieties/selections in trial at Tongeren, Elegance was selected by growers and marketing groups as the best variety for overall appearance and shelf life. The flavour was also noted to be good. Elegance fruit has started to go through the Belgium Auctions this season with excellent results.

Elegance crops later than Elsanta with a similar season to that of Symphony. The numbers of flower trusses are higher than Elsanta and are produced successively over a longer period, resulting in an extended harvest period up to two weeks longer than Elsanta in the 60-day season. Elegance's 60-day yield potential is therefore higher than Elsanta, as is the main crop yield. A variety trial at Tongeren in 2010 provided further evidence of Elegance's ability to produce a high yield of large berries. Elegance produced a total yield of 1,620 g/plant, the highest yield achieved in the trial, with 1,231 g/plant Class 1. With moderate resistance to Verticillium wilt, Elegance is suited to both soil and substrate production systems.

Plants of Elegance are currently available for order only from propagators in the UK, though plants are being produced under contract with propagators in the Netherlands and Germany. There is a range of plant types available including module, fresh green plants, waiting bed and A+ frigo plants. The table below lists the contact details of the propagators and the types of planting material available from each this season. Due to the high demand for plants, Meiosis, who hold the Head Licence for Elegance, are giving priority to licensing propagation in mainland Europe, to ensure there is an adequate supply of plant types required by growers in the future.

**Please note that interested parties looking for 'fresh green plants' of Elegance should contact Meiosis in the first instance for availability details.**



Plant Types Available	Propagator	Address	Telephone	E-mail/Website
Waiting bed Frigo plants: A+ grade	Berryplants Ltd	Brooker Farm, Newchurch, Romney Marsh, KENT. TN29 0DX	Tel: +44 (0)1303 872444 Fax: +44 (0)1303 874657	<a href="mailto:Berryplants@farming.co.uk">Berryplants@farming.co.uk</a>
Frigo plants: A+ & A grades	C R Melton & Sons	'Notlems', Hollycroft Road, Emneth, Wisbech, CAMBS. PE14 8AY	Tel: +44 (0)1945 584545 Fax: +44 (0)1945 474222	<a href="mailto:strawberries@meltonandsons.co.uk">strawberries@meltonandsons.co.uk</a>
Waiting bed Frigo plants: A+ & A grades Module plants	Hargreaves Plants Ltd	Cowpers Gate, Long Sutton, Spalding, LINCS. PE12 9BS	Tel: +44 (0)1406 366300 Fax: +44 (0)1406 366321	<a href="mailto:sales@hargreavesplants.co.uk">sales@hargreavesplants.co.uk</a> <a href="http://www.hargreavesplants.com">www.hargreavesplants.com</a>
Waiting bed Frigo plants: A+ & A grades Module plants	R W Walpole & Partners	Ivy Farm, Tuxhill Road, Terrington St Clement, King's Lynn, NORFOLK. PE34 4PX	Tel: +44 (0)1553 828829 Fax: +44 (0)1553 827304	<a href="mailto:sales@rwwalpole.co.uk">sales@rwwalpole.co.uk</a> <a href="http://www.rwwalpole.co.uk">www.rwwalpole.co.uk</a>
Frigo plants	Welsh Fruit Stocks	Grug Farm, Bryngwyn Via Kington, Hereford,HR5 3QZ	Tel/Fax: +44 (0)1497 851209	<a href="mailto:welshfruitstocks@xln.co.uk">welshfruitstocks@xln.co.uk</a> <a href="http://www.welshfruitstocks.co.uk">www.welshfruitstocks.co.uk</a>
Fresh green plants	Meiosis Limited	Bradbourne House, Stable Block, East Malling, KENT ME19 6DZ	Tel: +44 (0)1732 872 711 Fax: +44 (0)1732 872 712	<a href="mailto:meiosis@meiosis.co.uk">meiosis@meiosis.co.uk</a> <a href="http://www.meiosis.co.uk">www.meiosis.co.uk</a>