

**Better3fruit N.V.**

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NEW PRODUCTS

# IMARA

## LIBERTY x GRANNY

> **Scab resistant, mildew tolerant, fire blight tolerant**

> Harvest time (Belgium): around Braeburn

> Average size 75-85 mm, globose-oblong fruit, very uniform in shape and size

> Smooth skin with dark red blush on a green background and small white lenticels

> Sour-sweet with a hint of citrus

> Firm and juicy

> Good storage capacity and shelf life

> Very productive!

> Strong vigour



IMARA



Harvest date



# IMARA

## At a glance...

> Firmness: 8.2 kg, Brix: 13.9 %, Acidity: 7.2 g/l, Starch: 8.5

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> High chilling requirement (1000 CU)

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> Flowering time about 1 day after Golden (S3-S23). Pollinators: Golden Gem, Pinova, Golden Hornet, Braeburn, Granny, Gala, Golden, Elsar, Hillieri.

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The major asset of this variety is its multiple disease resistance. When challenged with different aggressive strains of scab that are known to break Vf-based resistance, the variety displayed a broad resistance, surpassing that of its resistant parent, Liberty. This suggests that Imara can be regarded as carrying a monogenic resistance (Vf) backed up by additional polygenic protection. In addition Imara is also tolerant to mildew and Erwinia (fire blight). Imara offers great opportunities for successful production in organic systems or for achieving zero-residue status where required.

Consumer tests revealed that this variety is perceived as very attractive. Most consumers rated the visual appeal as equally good or better than that of for example Braeburn or Pink Lady. A majority would buy it at first sight. The skin finish is generally very smooth, blush is consistent and size is large and very regular.

Firmness and crispness were rated by consumers as similar to Braeburn. The apple falls in the category "sour-sweet". The mild taste of citrus is not always recognized by consumers, but when it is, it is highly appreciated.

Shelf life is exceptional and far better than that of for example Golden or Braeburn. The capacity for storage under non-controlled atmosphere is similar to that of Braeburn and superior to that of Golden. ULO conditions need further investigation.

A major asset for the grower is that the variety is very productive. Preliminary data collected at our breeding orchard (relatively poor sand loam soils) suggest that yields of 80 tons/ha are within reach.

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DESIGNERS

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