

# FRESH FORWARD



## BREEDING & MARKETING

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### Characteristics

- Great taste and bite
- Beautiful ruby fruit
- Long shelf life
- Stable production
- High and stable Brix

## Calinda, a sweet sensation

Calinda is an early season short-day cultivar that produces exceptionally attractive, firm and flavoursome berries. Its excellent shelf life is unmatched, guaranteeing that Calinda strawberries will arrive in perfect condition at all destinations within Europe. Calinda's well-developed cone-shaped fruits have a high Brix value which they maintain throughout the whole season, unlike other varieties. Calinda is ideally adapted to a Mediterranean climate.

### Flowering and harvest

Calinda is harvested just before Splendor and at the same time as other early varieties grown in the Mediterranean area. It produces long vigorous stalks with robust, pollen-laden flowers, resulting in large, well-developed fruit. The plants have an open growing habit making the fruit easy to pick and thus reducing labour requirements. Once Calinda has reached full production its yields are uniform and regular, and this predictability simplifies harvest logistics.

### Fruit quality

Calinda's fruit is long and broadly conical. Uniform in shape, the attractive fruits have a good red colour with a beautiful gloss, the seeds slightly sunken. They are also very juicy, with excellent flavour and texture. The average fruit weight is high and regular: it is never too low, even at the end of the season! Calinda has a distinctive texture, which, compared to other

South European cultivars, is particularly soft and delicate. A real delight, Calinda is perfectly suited to the tastes of consumers in Northern Europe. The fruit and plant are well adapted to the varying weather conditions of the Mediterranean. The fruit maintains its firmness and Brix value under dry, humid, hot and cold weather conditions. Add to this Calinda's excellent transportability and you have a unique variety.

### Yield

The combination of its medium to high yield with Calinda's easy picking and early harvest make it a sure-fire winner: a highly profitable cultivar.

### Disease susceptibility

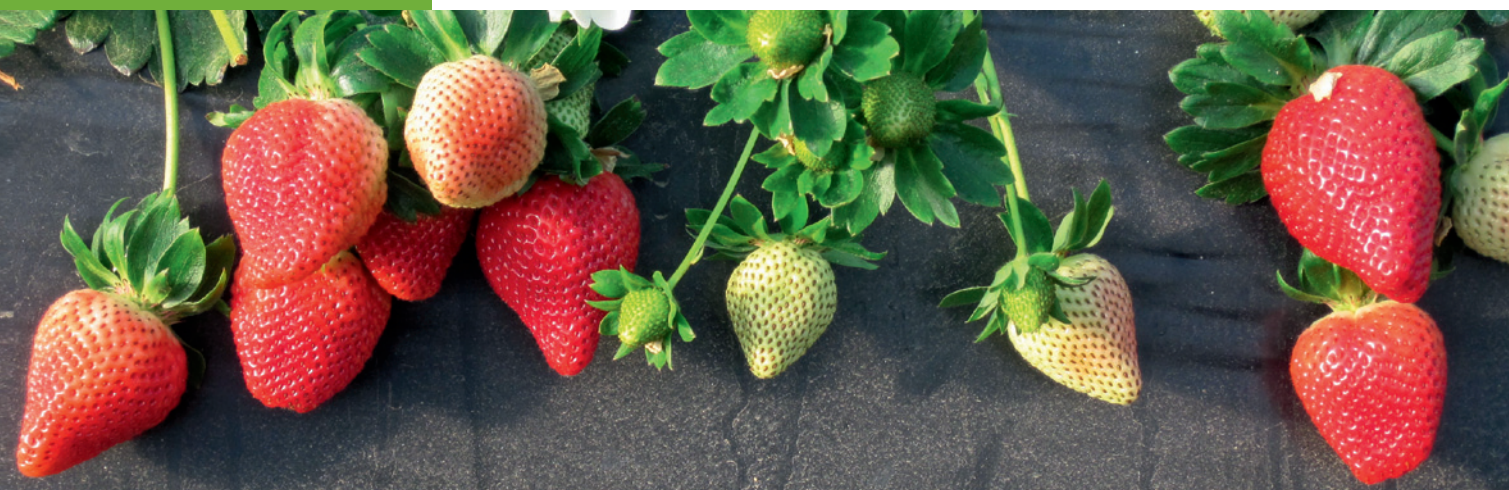
Calinda is highly resistant to fruit rot (*Botrytis cinerea*) and crown rot (*Phytophthora cactorum*) and is not susceptible to mildew (*Podosphaera macularis*) either, making it easy to comply with stringent low residue-level requirements.

### Growing experience

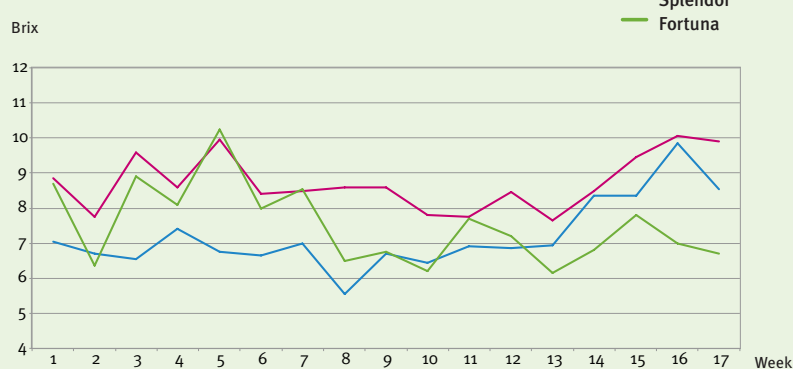
Calinda is relatively easy to cultivate. A plant distance of 22 to 30 cm produces a healthy harvest throughout the season. Harvesting starts at the same time as other early varieties. The first fruits are relatively large and well shaped. As temperatures rise, yield and picking frequency also increase, but without sudden peaks or drops in production. Development is balanced, ensuring stable production with few nutrient demands. The cultivar is well adapted to different types of soil and fertilizer; a general NPK fertilizer with microelements suffices.

*Calinda is protected by Plant Breeders' Rights and traded under license.*





**Brix per week during the harvest (tunnel production)**



**Calinda compared to Fortuna and Splendor**

	Calinda	Fortuna	Splendor
Yield per plant (g)	700	700	650
% Class 1	90%	85%	83%
Average Brix	8,5	7,5	7
Shelf life *	5	3	2

\* 5=positive 1=negative

## About Fresh Forward

Fresh Forward ranks among Europe's leading breeders of strawberry varieties. The company is a spinoff of the Dutch University of Wageningen, with which it still collaborates in the field of research. Fresh Forward's shareholders are Plant Research International (a research institute of Wageningen University) and Fragaria Holland (a joint venture of strawberry plant propagators).

Fresh Forward first became known for its variety Sonata. After that, the company introduced varieties such as Rumba, Jive and Calinda – all names referring to music and dance styles.

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