



East Malling *Rubus* Breeding Consortium

Malling™ Bella



Mid-season primocane fruiting variety

Excellent fruit quality and shelf-life

Bred in the UK by Feli Fernández

Well adapted to UK and Southern Europe

Launched October 2017

On track to be listed by all major UK retailers

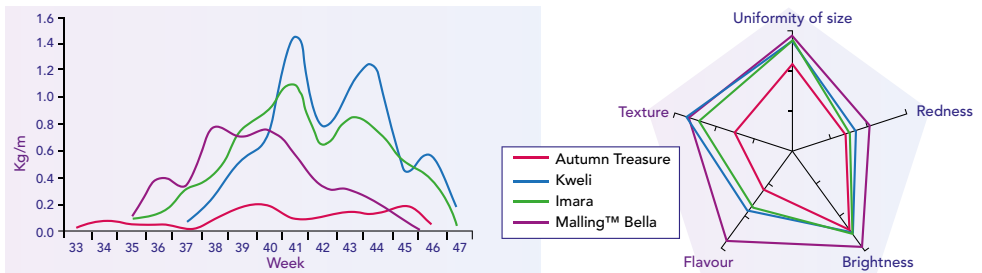


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Suitable for double cropping and long cane production
 Vigorous upright canes and well displayed fruit
 Fast to pick large berries; mean berry weight: 7 g (5.0 – 9.4 g)
 Very attractive mid-red and bright fruit
 Excellent flavour and shelf life

Data from NIAB EMR small scale trials



For more information on competitive licensing opportunities available worldwide contact:
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The East Malling *Rubus* Breeding Consortium is funded by:

