



East Malling *Rubus* Breeding Consortium

Malling™ Charm



Early primocane fruiting variety
Consistently excellent flavour and fruit quality
Bred in the UK by Feli Fernández
Launched October 2017
On track to be listed by all major UK retailers

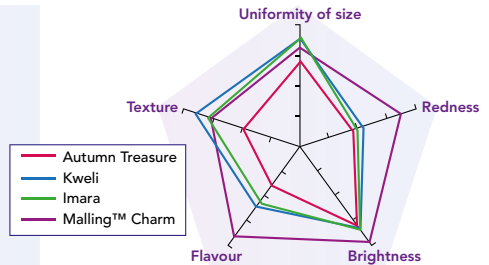
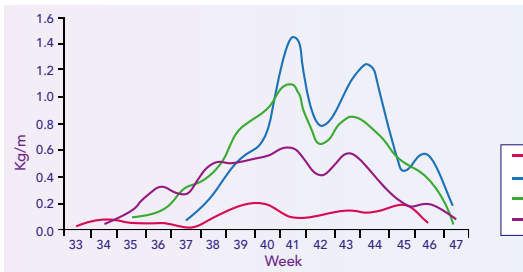


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Early season cultivar, not recommended for double cropping
 Compact growing habit; upright canes and well displayed fruit
 Fast to pick large berries; mean berry weight: 6.7g (5.0g - 9.5g)
 Very attractive pale and bright fruit with good shelf life
 Excellent flavour; very sweet and juicy

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:

