



# Malling Allure EM2157

An exciting, late season 'Malling™ Centenary'-type June-bearer from the East Malling Strawberry Breeding Club

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- **Late season June-bearer**

7-10 days later than Elsanta

- **High % class 1 fruit**

Average = 91% (EMSBC growers' trials)

- **Large fruit size**

Average = 68% >35mm (EMSBC growers' trials)

- **Good Class 1 yield**

Average main crop yield = 990g/plant  
(NIAB-EMR trials, misted tip, soil, tunnelled)

- **Excellent fruit quality**

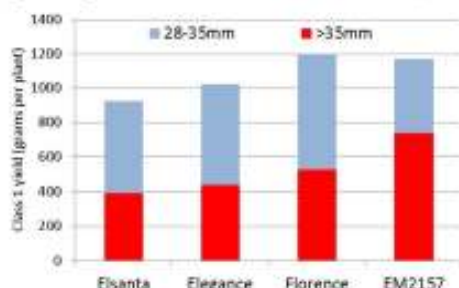
Similar quality to Malling™ Centenary, superior to Elsanta and late standards (EMSBC growers' trials)

- **Useful disease resistance**

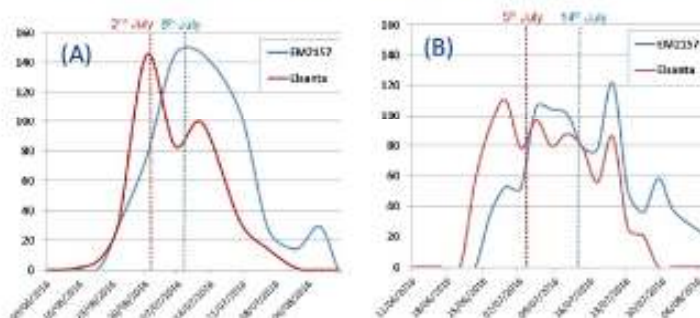
Moderately resistant to powdery mildew

- **Trials and commercialisation**

Main crop Growers' Trials (inc. BGG) in 2017, progressing to commercialisation in 2018/19



**Figure 1.** Class 1 yields and fruit size, NIAB-EMR trial 2016. Misted tips, tunnelled soil production.



**Figure 2.** Crop profile of EM2157 on BGG grower sites in (A) Kent and (B) Perth in 2016. 60-day production (waiting bed plants). Date at top of chart denotes 50% harvest date