

Malling™ Allure

A High Quality, Late Season June-bearer Strawberry from the East Malling Strawberry Breeding Club

Malling™ Allure is protected under Community (EU) Plant Variety Rights (application no. 2017/3250)

- Late season
- High % Class 1
- Large fruit size
- Good Class 1 yield
- Excellent fruit quality

Fruit Quality

Malling™ Allure (EM2157) has excellent fruit quality characteristics, similar to Malling™ Centenary. Brix levels over a 3-year period averaged 8.7 compared to Elsanta at 7.5 in EMSBC trials. The berries are very attractive with a uniform shape and with excellent firmness, superior to Elsanta. Shelf life is good.



Season

Malling™ Allure has a late season, fruiting typically 10-12 days later than Elsanta in the UK.

Yield and Fruit Size

Malling™ Allure has excellent yield potential, with an average main crop yield of 990g per plant in misted tip, protected soil trials at NIAB EMR. Fruit size is large, averaging 68% of berries >35mm and with a high percentage Class 1, averaging 91% in grower trials (Fig. 1).

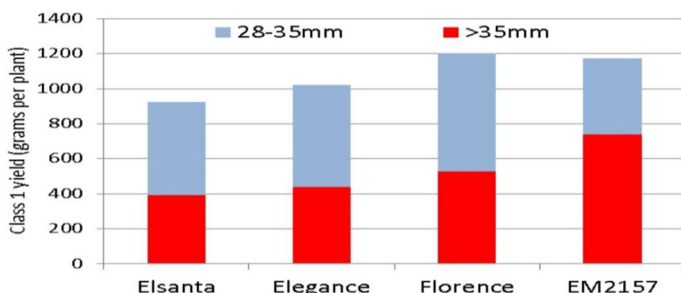


Figure 1. Malling Allure (EM2157) Class 1 yields and fruit size, NIAB EMR trial 2016. Misted tips, tunnelled soil production

Plant Characteristics

Malling™ Allure is a robust plant, has a moderate vigour in comparison to other late- season varieties and with an upright habit. The fruit is well presented to the picker.

Pest & Disease Resistance

Malling™ Allure has moderate susceptibility to crown rot (*Phytophthora cactorum*) and wilt (*Verticillium dahliae*) and shows a useful level of resistance to powdery mildew (*Podosphaera aphanis*) compared to Elsanta.

