

Forging
the
Future
of Fruit

VentureFruit™



End to End Variety Management

We seek out premium genetics and tailor commercialisation programmes to create the best outcomes for all in the supply chain.



- ▀ Breeding and Selection
- ▀ Protection of Plant Breeder Rights
- ▀ Global Plant Material Movement
- ▀ Testing and Evaluation
- ▀ Consumer Research and Insights
- ▀ Commercialisation Models and Licensing
- ▀ Technical Support
- ▀ Specification Development
- ▀ Trademark and Brand Development

HOT CLIMATE PROGRAMME



Fruit *Futur* >>

CONTEXT

Spanish apple & pear growers have been experiencing issues with traditional varieties since 2002. Fruit is increasingly produced with low colouring, sunburn, soft flesh texture and higher than average incidence of storage disorders.

As climates continue to change globally other apple and pear producing regions are experiencing similar issues.





Climate trends, extremes and an ever-evolving consumer means that it is becoming harder every year to deliver profits or deliver apples and pears that deliver to customer expectations

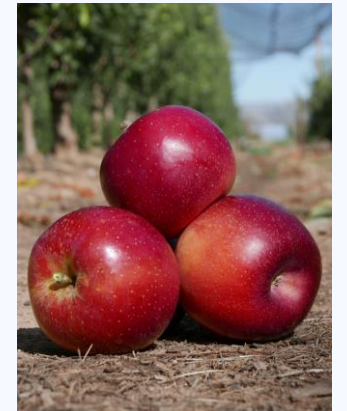
Varieties developed for changing pressures, both environmental and consumer are increasingly in demand worldwide.

The partners are working together to bring a pipeline of new varieties to the global market.



HCP INTEREST

- Unprecedented interest over the last 18 months, this has been influenced by multiple pressures:
 -  Environmental impact – unpredictable climate & weather patterns
 -  Market challenges – maintaining product quality that consumers are accustomed to will remain a challenge
 -  Sustainability focus – consumer shift to search for locally produced foods, sustain the ability to grow pipfruit and supply the consumer
 -  Cost of production increase – unpredictable productivity & packouts, increased costs for everything – transport, labour, packaging, energy
- 23 partners testing, 12 varieties across 9 countries in the EU/UK
- Testing partners signed on in New Zealand, Australia, South Africa
- Americas and other territories from 2023/24
- 'HOT84A1' official launch in February 2023 and open call for global expressions of interest for commercialisation of the variety



NEW VARIETY PIPELINE

9 x Stage 4 Apples



4 x Stage 4 Pears



➤ Second generation of germplasm for future breeding