

Better3fruit.nv Belgium



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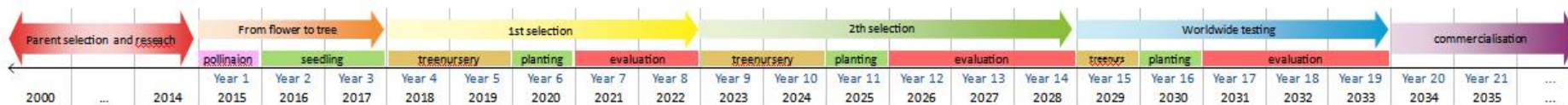
Better3fruit

- Start 2000: spin off KULeuven
- Apple and Pear breeding
- 1 of 3 largest club varieties worldwide: Nicoter / Kanzi ®
7 000 000 trees worldwide
- Size company:
 - 9 employees
 - Large apple breeding program worldwide (10.000 unique trees/year)
 - Efficiency:
 - commercial selection / 3 years
 - “new Kanzi”/ 10 years



Better3fruit

DEVELOPMENT OF A NEW APPLE VARIETY



New selections

660 parents

40 combinations/ year

20.000 flowers pollinated

35.000 seeds

12.000 seedlings

11.000 buds

10.000 unique selections

SELECTION:

1. attractivity
2. Taste and quality and at harvest and after selection

100 selected varieties

100 varieties, 7 trees

SELECTIE OP:

1. productie + boomvorm
2. textuur/smaak + uitzicht
3. ziektegevoeligheid

Selection of 1 variety

1 pre-commercial variety
Testin in 20 countries



Better3fruit

- Private Fruit Breeding company
- Innovative
 - Molecular research
 - EU project participation: Fruitbreedomics FP7 project
- Expertise in
 - Apple and Pear breeding
 - Phenotyping and selection
 - Disease resistance



Innovation in fruitbreeding and testing new breeding technologies

- Offer:

- Expertise in fruit breeding
- Breeding material
- Disease resistance testing and breeding lines

- Request

- Expertise in genetics; Genomic selection, Molecular Marker development, ...
- High throughput genotyping technologies
- High throughput phenotyping technologies
- Fruit breeding expertise



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