



## KIKU releases Fubrax variety on 2013 field day

**With more than 20,000 tons production in the Northern Hemisphere alone, the KIKU™ concept has established itself as a successful apple brand.**

And even with the success of the original strain, the master licensee have continued their nursery work and further improved the properties of the variety.

Apple growers in New Zealand have for several years now participated in marketing KIKU, and the grower returns have clearly documented this success. At the time when the first trees were put through quarantine, growers already had access to the second generation of KIKU trees. After extensive testing, this cultivar FIDEX finally got approved in 2012 by the NZ Plant Variety Office, which is in line with registrations in many other key markets. In essence this decision just confirms that Fidex is a distinct and uniform variety and now gives growers the confidence to increase their KIKU plantings.

While this seems to be only an administrative step, its impact is by far wider: only a tight PVR regime protects the participating growers and their investments from illegal grafting and trade-mark infringements, as they have occurred with other varieties before.

For the 2013 season more progress is forthcoming, as a further evolution of KIKU has come out of quarantine and will be released in New Zealand in 2013. The Fubrax sport has already been tested in several other countries and shown additional improvements:

One of its obvious key features is an earlier and more intensive colouration, with the benefit of advanced harvesting, to meet early season demand. Although the New Zealand climate generally provides sufficient growing conditions for high colour, this variety will give growers the benefit of a reduced risk especially in marginal years.

However success in Asian markets does not only require good colour: sufficient maturity as well as adequate sugar levels are also important to gain acceptance there. >>

## “Results of the last season show, that the KIKU™ concept of controlled supply chain actually secured a firm export pricing and a premium (up to 5 USD) for NZ growers.”

Here the KIKU varieties have again shown headway for years: scientific research in the US has documented that KIKU™ has up to 1-1.5 higher Brix content than comparable varieties and therefore is in line with consumer expectations.

Lastly in tradition with the previous KIKU strains, Fubrax again has a striped appearance. Different to many block coloured types, that often show an unattractive, brownish tint, Fubrax therefore clearly distinguishes itself in the market place with its visual appearance and acceptance within the trade.

Imported and virus free mother trees now have passed quarantine and a first set of Fubrax trees is available for planting in 2013, and a few growers have already planted trial quantities of trees.

The KIKU master licensee is well aware of the difficult outlook for some NZ growers and their ability to restructure their orchards to take advantage of this premium variety.

To assist NZ growers, who want to move forward and upgrade their varietal selection, the Master Licensee has offered to accept requests for top-grafting. In so doing NZ growers now have to ability to greatly reduce cost and get into production quickly with KIKU.

While bud-wood has been made available, allocation needs to be on a strictly first in basis. Interested growers will have opportunity to obtain more information by participating in a KIKU field-day, showcasing this cultivar at the end of March in the Hawke's Bay area.

Therefore the release of the Fubrax sport is another logical step toward the wider KIKU™ concept, which is based on clear branding, a quality regime, and specific sales channels to harmonise the sales structure and benefit from joint marketing efforts.

Results of the last season show, that the KIKU™ concept of controlled supply chain actually secured a firm export pricing and a premium (up to 5 USD) for NZ growers.

It is obvious that with these decisions implemented, KIKU constitutes a clearly managed variety, with a pre selected and committed group of marketers across five continents, which have all agreed to cooperate. To endorse this, KIKU has for the first time participated at Fruit Logistica 2013 in Europe with a dedicated stand. Clearly this participation was driven by marketers to meet individually with distributors and discuss preliminary programmes and further develop marketing strategies for the 2013 season.

### the Orchardist

If you don't already receive this quality publication\* cut out the coupon and send to:

The Orchardist Subscriptions  
Horticulture New Zealand  
PO Box 10232, Wellington 6143,  
New Zealand

Phone +64 4 472 3795

Fax +64 4 471 2861

E-mail [info@hortnz.co.nz](mailto:info@hortnz.co.nz)

Name \_\_\_\_\_

Address \_\_\_\_\_

I enclose my cheque for \$98 (including GST) for one year's subscription (11) issues. Please tick box.

The annual overseas subscription rates (for airmail delivery) are NZ\$160 for Australia and the Pacific and NZ\$185 or US equivalent for the rest of the world.

\*The Orchardist is sent to all commercial fruitgrowers who pay the point of sale levy. If you are in this category and not receiving the publication, please let us know.