



MegasBlue

Large, productive modern generation Blueberry



Key benefits

- High yield, quality fruit, and vigorous plant
- Concentrated ripening period and therefore offers lower harvesting costs
- Machine harvestable



MegasBlue was bred by Bob Gabriel owner of Oregon Blueberry Farms and Nursery USA. Bob is a major Blueberry producer of both fresh and process as well as having a first-class nursery known for its excellent plant quality.

In the early 2000's Bob developed a blueberry breeding program which 20 years on is as exciting as any in the world. One of the first releases from this blueberry breeding program was the high chill blueberry variety named MegasBlue.

MegasBlue has a vigorous plant habit requiring approximately 1000 chill units per year.

The large fruits are dark blue in colour and show no signs of red back at harvest. This variety works for both fresh production and machine harvest producing fruits with a good sugar/acid balance.

MegasBlue will be a great addition to many farms where Northern Highbush blueberries are grown for fresh and processing. This high yielding variety is set to replace many traditional varieties where improvements in yield, flavour and size are important.

The Variety in Action



click to play - 

Variety Lowdown

| | |
|---------------------|--|
| Firmness | Firm fruit when rolled between fingers. Fruit is firmer than Bluecrop and holds up in fresh market. |
| Chilling | Northern High Bush: +1000+ chilling hours |
| Fruit size | Good size, categorized as medium to large, similar to Bluecrop |
| Flavour | Compares favourably to Bluecrop |
| Yield | Heavy yield of extremely high quality fruit Suits both hand & machine harvesting Outyields Bluecrop. 20–25 tonnes / hectare reported |
| Agronomy | 3 Picks per hand, 2-3 picks by machine Consistently even quality throughout harvest Replacement for Bluecrop |
| Fruit Colour | Dark blue fruit, with consistently no red backed fruit |
| Seasonality | Harvest 3rd week July–1st week August Oregon USA 50% ripe date: 25th July More concentrated ripening window than Bluecrop |

Market

- MegasBlue is an extremely productive high chill blueberry variety
- Working well for both fresh market and machine harvest.

Offer

- Global Plants Genetics is the International Licence Holder.
- Plants are available from licensed nurseries.

Megasblue

Study by Canada CVPO

| | Megasblue | Bluecrop |
|-----------------------|----------------|----------------|
| | Semi - upright | Semi - upright |
| Plant Shape | 7 | 5 |
| Plant Vigor | 5 | 7 |
| Flower Size | 7 | 5 |
| Fruit Size | 18 | 16 |
| AVG. Berry Size MM. | Round | Round |
| Fruit Shape | 7 | 5 |
| Fruit Bloom | 7 | 5 |
| Fruit Firmness | 7 | 7 |
| Fruit Cluster Density | 6 | 7 |
| Fruit Sweetness | 5 | 5 |
| Fruit Acidity | 7 | 7 |

*** Scale 1 - 10



Reviews

"We have been impressed with our trials of the MegasBlue variety and got to see the first berries in Europe last summer. The fruit size was exceptional and flavour really good. We're excited to have this variety in increasing plant volumes within our portfolio."

Stefan Belakov - Plants365

"We are very happy to be a licensed nursery for MegasBlue.

We believe that this variety will be one of the most important mid-season blueberries which has been recently presented.

The majority of MegasBlue is still in our lab. However, a few thousands of them are already in plugs in the greenhouse. We are looking forward to offering our customers MegasBlue this autumn"

Marcin Wyka - Kusibab-Wyka

"If a grower is looking for high yield, quality fruit, machine harvestable and a vigorous plant, they should look at MegasBlue. It really set itself apart when growers were faced with redbark, stemmy fruit and like pit falls. Although MegasBlue has fruit qualities for fresh, it really excels as a cultivar when machine harvested. Growers of MegasBlue should know that during the first few years, it is best to focus on your shape pruning. Once the plant structure is established, you'll have a nice upright vigorous plant. With that said, often I hear growers complimenting MegasBlue for its annual renewal of basal canes. It gives growers a nice selection when looking to replace older weaker canes. We look forward to our international markets getting firsthand experience with it."

Doug McCann - Oregon Blueberry Farms and Nursery

Licence Holders

MegasBlue blueberry plants can be purchased from:



info@kusibab-wyka.pl



info@vivaimolari.it



planasa@planasa.com



stefan@plants365.co.uk



info@schrijnwerkers.nl

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