

Dutch 'Lazoet' plum marketingconcept: large, blue and sweet European plums

Looking for new  plum varieties

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The 'Lazoet' concept

- large, blue and sweet European plums
- Finding different genotypes with, for consumers, comparable shape, size, color and taste who differ in harvest period
- Focus on a sales period of 10-12 weeks
- Goal is to extend the sales period
- Brandname "Lazoet"
- Market organisation and client: The Greenery





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100years
1918 — 2018

Lazoet 1, 2 and 4 on the market

Cultivar	Lazoet 1	Lazoet 2	Lazoet 4
Variety name	V70032	Tita	Victory
Size (gr)	70	80	105
Harvest (week nr.)	33-34	35-37	35-36
Brix°	18-21	16-20	14-20



Lazoet 1



Lazoet 2



Lazoet 4




Important conditions

- Good taste
- Brix value between 16-22
- Good appearance / shape (oval or roundish)
- Bright/dark blue colour (orange/green/yellow fruit flesh, not red)
- At least 65 grams of fruit weight
- The stone must come loose from the flesh with little resistance
- Low susceptibility to tearing, gum formation and rough spots
- Do not need to be thinned out
- Good production

Testing new varieties

- New selections from breeding programs/institutes
- 3 trees per selection
- Grafted on rootstock St. Julien A or Krymsk 1[®] (VVA-1).
- Planting distance 3x 1.25 m (2,666) trees per ha
- Traditional spraying scheme

Export to Holland

- Greenery is also willing to import volume of  from other countries of Europe



Thanks in advance

Team variety testing:

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