the Greenery

INSPIRING BERRIES

Soft fruit varieties of the future

Our range, the best varieties in every category

Von-blackberry

Inspire-strawberry

Lagorai-raspberry

Varieties have proven to be successful and have won Awards

Normec BTV

Inspire (G)		6,7	3	11	0	529
Elsanta (G)		6,0	7	43	0	426
Seizoens gemiddelde	**# wkn in gem.**	**Uiterlijk**	**Nat Beurs**	**Droog Beurs**	**Bederf**	**Hardheid**
Inspire (G)	24	7,1	3	14	1	503
Inspire (Z)	1	7,7	0	0	1	294
Zadira (G)	15	6,7	5	19	2	433
Sonsation (G)	8	6,4	5	27	2	340
Sonsation (Z)	10	6,0	12	17	7	392
Sonata (G)	12	6,6	4	26	1	374
Elsanta (G)	17	7,0	2	20	0	428
Elsanta (Z)	13	6,7	8	11	4	415
Malling C. (G)	9	6,5	1	25	2	497
Malling C. (Z)	5	6,7	6	14	3	429
Allegro (Z)	3	6,6	1	19	2	413
Verdi (Z)	5	6,8	5	13	2	420
Arabella (G)	10	6,5	10	24	1	394
Arabella (Z)	10	6,4	6	9	7	426
Opera (G)	8	6,4	6	15	4	598
Opera (Z)	13	6,8	9	16	2	487
Falco (Z)	18	6,5	6	19	3	528
Limalexia (Z)	15	6,0	20	17	4	363
FF-2117 (Z)	2	6,7	2	1	3	362
11-2175 (Z)	10	7,0	3	10	1	375

Independent research by Normec shows:

- Inspire performs constantly on a higher level of quality and taste
- Von blackberries contain 1/3 less acid than its predecessor
- Lagorai exceeds the standard for raspberries in terms of taste and shelf life

On the Floriade of 2022 the professional jury selected the exclusive strawberry varieties of The Greenery, Arabella and Inspire, as the Best Strawberries!!

This week: Inspire got the “Superior Taste Award” with 3 stars!

The world’s most professional jury of taste experts:

- Inspire: “Top quality that is more than worth discovering” - Jury

Aim of selecting
“Inspiring varieties”

- Improved traits for both Growers as well as customers/buyers/consumers (Win-Win)
  - Shelf life (decreasing loss on the shelf), looks (buying impulse) and taste (happy consumer)

- Traits that help to make steps towards sustainable cultivation / sustainability

- Traits Improving Sustainability
  - Better economics for the grower (Inspire: High picking performance)
  - Resilient to berry diseases, increasing options for “Green crop protection”
  - Needing less energy, less fertilizer/chemicals (smaller CO2 foodprint), less water.

- Stable availability over longer periods

Inspire: Exceeding grower & customer needs

Building valuable partnerships

- High tolerance for diseases, suitable for integrated pest management
- Innovative and exclusive variety
- Constant harvest pattern over a long period
- Only a few small berries % class I 96-98 !!
- Suitable for robotic harvesting
- High picking rates and yield, up to – 30 % labor , solution for labor issues

- New standard in shelf life and constant good taste !!
- Direct connection between dedicated growers and customers
- Solution for energy problems
- Very suitable for cutting and bakery
- Constant availability, reduction of quality issues
- Solution for energy problems, well adaptable to sustainability concepts and demands

Methods of selection & developing growing strategies for our “Inspiring varieties”

- Two strawberry trial sites at growers' locations (covering all genetics)
- Three other sites at growers' locations for blackberries, raspberries and red currants

- Grower study groups to exchange information

- The Greenery is taking place in lots of BCO’s for research into sustainable growing and we are Innovation Partner at ISFC Delphy

- Greenery Trial site at Botany to develop fossil free cultivation methods, starting with the low-chill genetics of Inspire

- We believe in the potential of low chill genetics for our Glasshouse Strawberry Cultivation

The Greenery continues to invest in sustainability with Inspire. A fossil free future: sustainable energy without natural gas together with Botany, financed with EU SIG&F subsidy

1. Double energy screens, 1 of them darkening as well
2. Dehumidification of the air
3. Only low-grade heat input, to get heat pump ready
4. Substrate & direct plant warming
5. Maximum green & integrated pest/disease management
6. Low NO3 input: control crop growth / improve plant resilience
7. Forced air movement for an active climate

Key of low-chill variety is to control the chill-hours

- Inspire is even a no-chill-variety, chill starts below 12
- If you manage to keep out chill hours, earliness is guaranteed (start production early March)
- First trial cycle at Botany proved: to realize this with substrate/plant warming & using two energy screens, the use of energy is minimal & start of harvest was in the first week of March
- Taking care of the pollination takes also some energy and the right strategy

- Of course we did make mistakes in the first cycle, for instance using the substrate/plant warming in the wrong period of the cultivation, the strategy of use of energy screens take a learning curve, low NO3 feeding needs a strategy, etc.
- We are also trialing controlling the day length for an extended harvest period

Goal is to develop a growing template for growers, how to make use of the different tools available and a step-by-step investing plan to make the cultivation future proof

Resilience

- Plant health: tolerance for Pestalotheopsis, Dwarf growth, Ph. Cactorum)
- Production : tolerance powdery mildew!!
  - growing at semi-dormancy lifts resilience to higher level (low chill varieties)
  - plants from cold storage (= full of gibberellins) lowers resilience
  - varieties with tolerance to silicium are an advantage (?)

Key is control of powdery mildew without the use sulfur burners
If we manage this, biological control will be better in control of pests

As an insect Whitefly are a big problem and Aphids are also sometimes difficult

Labor is the key

Basic fruit size can’t be big enough! (Inspire averages 19-20 grams all included – we have had low chills in trials exceeding 25 grams all the way from Feb – July 15th all included !!

- Picking rates Inspire, averages over the whole cultivation >= 40 kg/hour
- Crop maintenance becomes then the biggest part – learning curve to control this – also with adapted CO2 and feeding strategy
- Labor need until April 15th 3-4 people per ha, after that 7-8 per ha (double crop system resp. 5 & 10)
- Netto kg/m2 class I in relation to labor input

Selection of strawberry varieties

Average fruit weight including small ones and class II = labor !!

- Longer harvest period and avoiding peaks = labor & market)
- Shelf life = market, consumer
- Looks = buying impulse consumer
- Extreme high % class I en low % small ones = economics & market
- Taste (strawberries are fun for the consumer, they must taste as they look like!)
- Yield (kilo's = economics)

- Tolerances for pests and diseases (sensitivity powdery mildew = **X**)

(also Ph. Cactorum / Pestalotheopsis etc. is critical)

Join the Inspiring Berries platform

Inspiring berries

Empowered by The Greenery

Grower base | Sales | Marketing | Logistics | Growth support

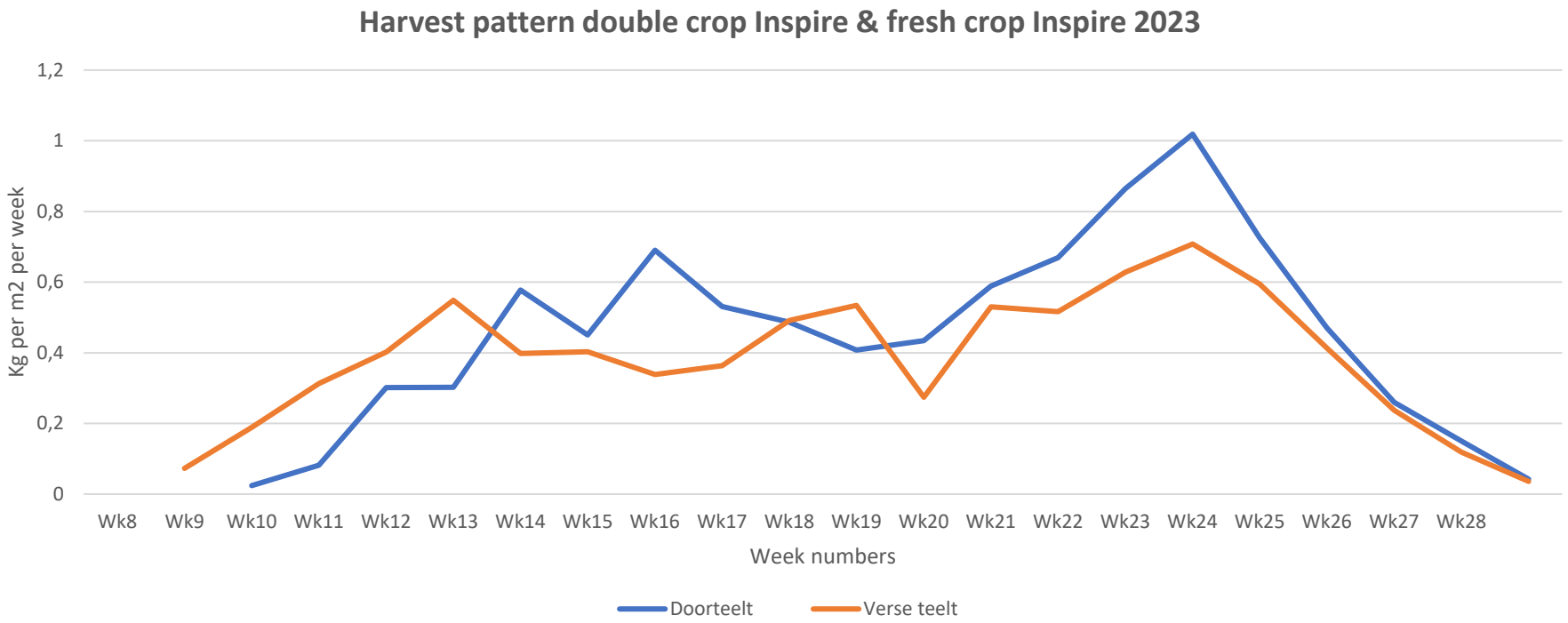
Grower	Sales
Greenery Grower | Inspire BV Grower | Contracted Grower	Supermarkets (NL/BE/GE/etc.) | Service providers | Day trade

Growing Together

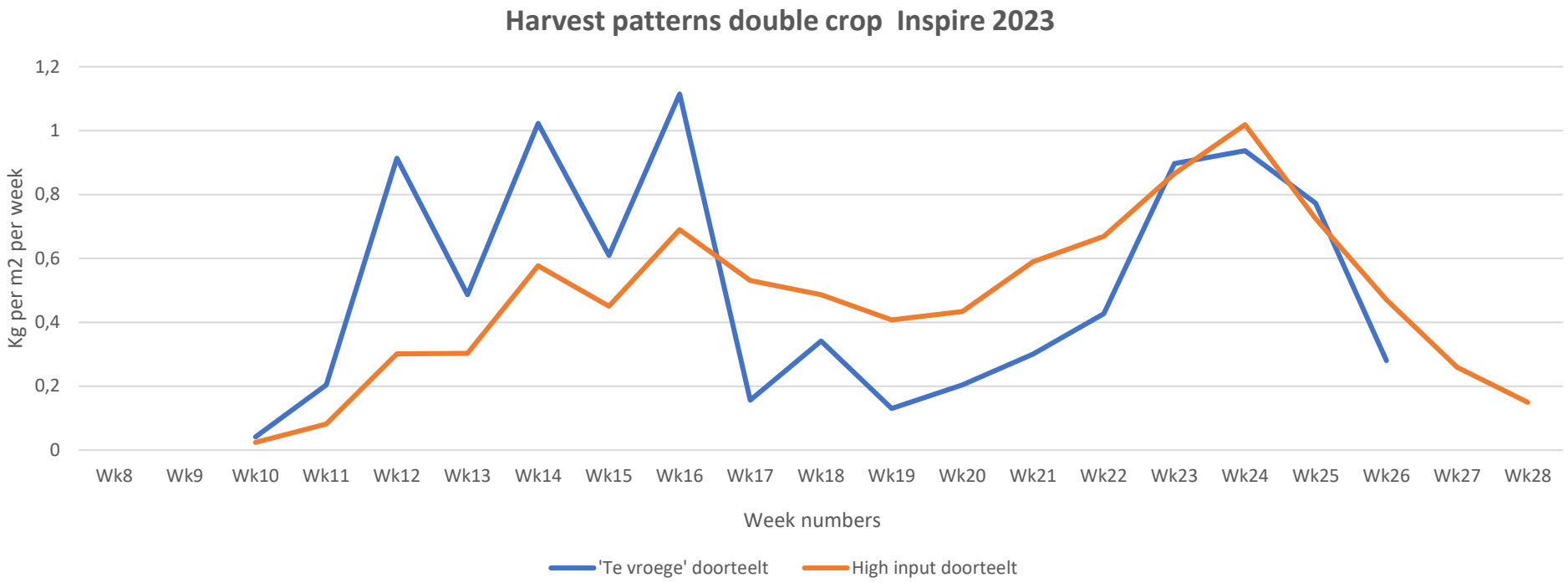
2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
					1,6 ha	8,0 ha	11,2 ha	20,6 ha	35,3 ha	42,0 ha	??

Get Inspired !

Story through harvest patterns



Story through harvest patterns



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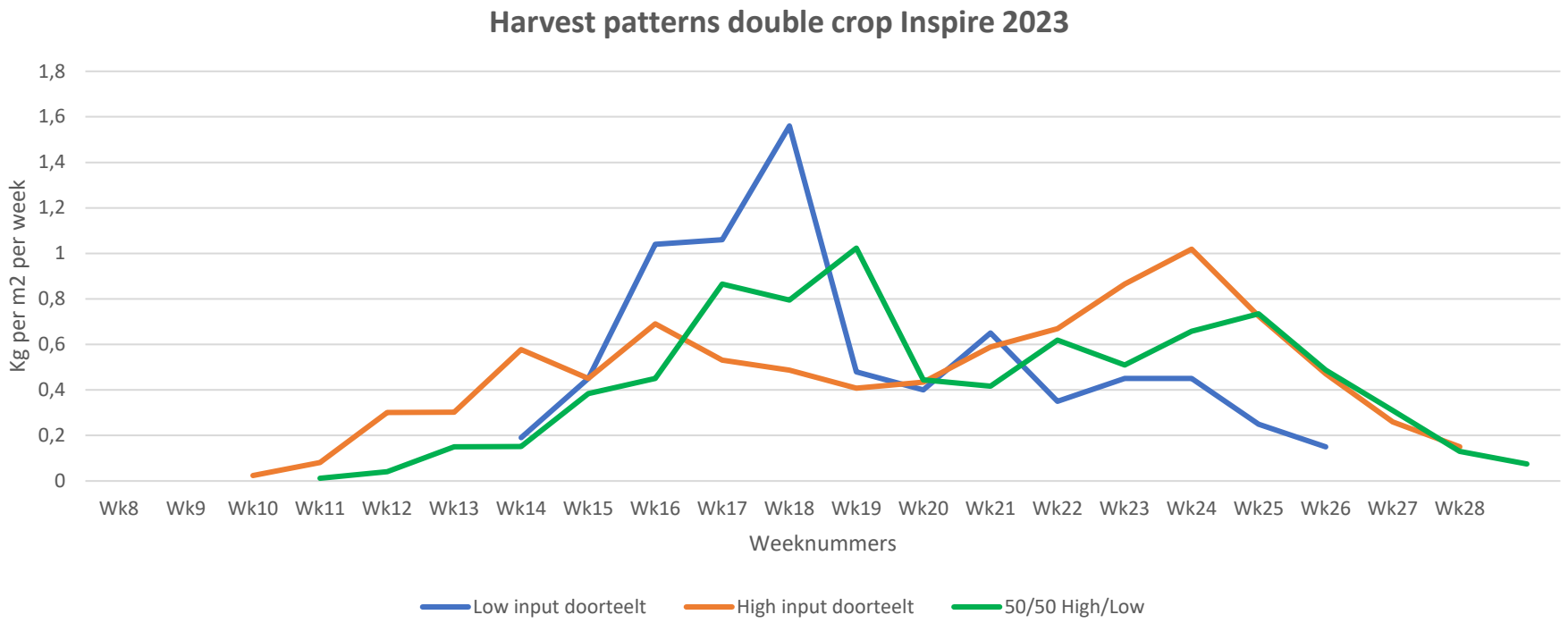

Story through harvest patterns