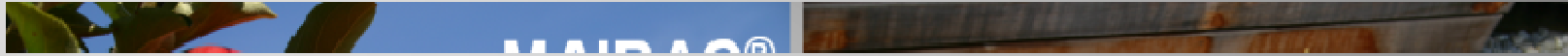


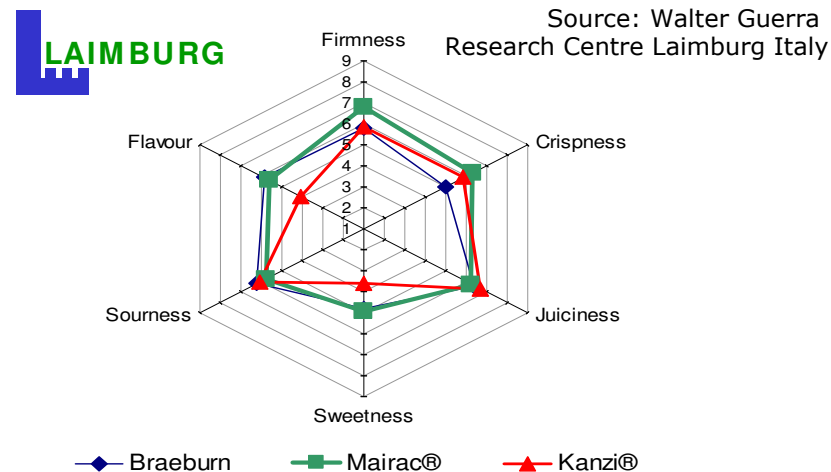
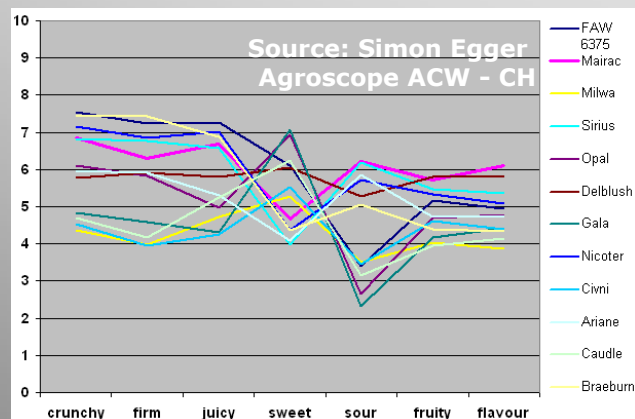
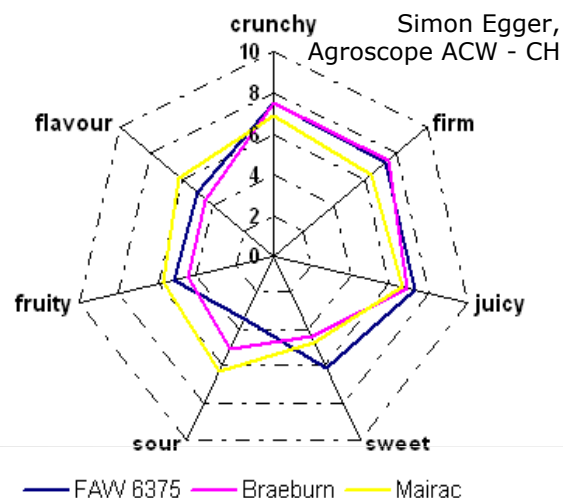
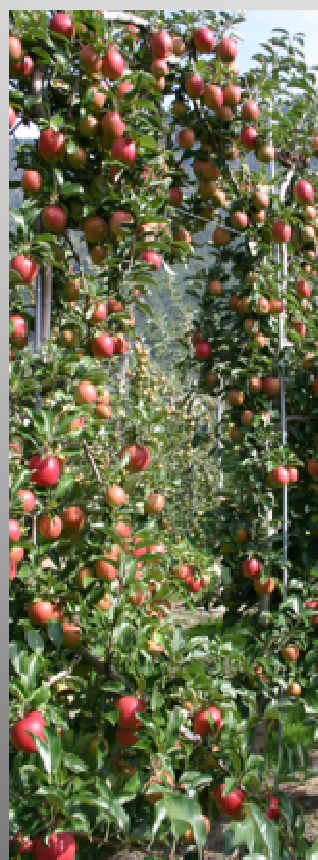
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Mairac® key points



Consumer Test Panel
Internal Quality & Flavour
U.S.P.: Sweet/Tart Section
Origin: Agroscope ACW





Mairac® key points



Fruit size mm	< 70	70/75	75/80	80/85	> 85
Share %	12	23	27	26	12

Tenroy x Maigold
La Flamboyante cov
Rhone Valley CH
Charly Rapillard

ripens with Golden Delicious
excellent range of fruit size
Easy and early top red colour
low labour input to max. quality





Mairac® introduction

Swiss

trademark® managed by 5 Swiss packers,
variety protected, not managed, trees licensed.

Europe

trademark® managed by VariCom, variety protected,
tree licensed by VariCom shareholders Artus Group,
Consortium South Tyrolean Nurserymen and MFS.

Overseas

trademark® and variety managed, pilot orchards in 2009/10
in North America, NZ, Chile and South Africa.

Vari Com
varicom.ch

Michael Weber

52 nd Annual IFTA Conference 09

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Plus



Mairac® commercialisation

	level	status	activities
Swiss	nursery	yes	126'000 trees
	marketing	yes	240 tons
Europe	nursery	yes	85'000 trees
	marketing	no	28 tons
Overseas	at nursery	no	pending
	at marketing	no	pending
PBR: CH, EU, South Africa, Chile, NZ, Russia. ® = USA, CAN.			

