

NEW FOR 2015

ENDURA™ 'FL06-377' (U.S. PATENT PENDING)

Southern Highbush Blueberry Cultivar



Field Ratings ¹ (1-9)	
Yield	8.0
Berry Size	7.7
Color	8.8
Firmness	8.0
Flavor	6.7

¹2012-2014

- ◆ Estimated Minimum Chill Requirement: 150 Hours
- ◆ 50% Harvest: Around April 25 (Gainesville, FL)
- ◆ Growth Habit: Upright
- ◆ Fruit Size: Large

Endura™ 'FL06-377' is a mid-to-late maturing variety best adapted to production regions similar to central Florida. Plants perform well under both evergreen and hydrogen cyanamide management systems. Plants produce large, firm berries that have an excellent, persistent blue color. Plants return high season-long yields, and have consistently outperformed the current evergreen variety standard in central Florida. Plants of 'FL06-377' are susceptible to leaf rust (but do not drop leaves) and phytophthora root rot.

- ◆ Average Berry Weight (g)² 2.7
- ◆ Fruit firmness (g/mm)² 226
- ◆ Soluble solids (%)² 11.1
- ◆ Titratable acidity (%)² 0.46
- ◆ SS/TA Ratio² 37.9

²Fruit Quality - 2012-2014

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