



Better3fruit – Fruit Designers



History Better3fruit

1988: start apple-breeding

- Collaboration between:
 - Nurserie Johan Nicolaï
 - Fruitteeltcentrum KULeuven (Prof. Wannes Keulemans)

2000: start Better3fruit (private)

KULeuven
Gemma-Frisius II
European Fruit Co-operation (EFC)
Agri Investment Fund
Belorta

2005: start pear-breeding



Crosses

Yearly between 15.000 – 20.000 pollinations

Result: 50.000-60.000 unique seeds



50.000 seedlings
12.000 after
greenhouse selection

Seedling that grows out of the
juvinal phase:

year 1 – 2

First screening:

Year 3 - 8

10.000 varieties, 1 tree per
variety for evaluation.

Second screening:

Year 9 - 14

Top 1% is evaluated on multiple
trees and extensive # of
parameters

Pre-commercieel:

year 15 until...

Top selecties are presented to
the industry and tested
globally.

Applied science

- Scientific research and application of the results.
- Development of new varieties with a range of improved traits.

Intellectual property

- Protection by Better3fruit of the variety by means of PBR, patent and/or trademark
- From a controlled club-system to an almost “open release”
- From regional to Global



The end-product

- It has to be more than a variety
 - innovative:
 - Appearance, taste and texture
 - Longterm storage / shelflife
 - Resistent/tolerant to diseases and pests
 - A matching partner for the variety
 - An advantage to the whole chain:



™ Kanzi – ® Nicoter

- Our Global partner is EFC – GKE
- Kanzi is, after Pink Lady, the biggest clubvariety in the world
- Over 10.000.000 trees planted globally



Kizuri - Morgana®

- Newly launched with ABCz and it's partners
 - Krings – Germany
 - Melinda – Italy
 - BFV – Belgium
 - Fruitveiling Zuid Limburg – Netherlands
 - CFG in South Africa
 - R&R Smith Australia
 - ... more to follow





www.better3fruit.com