

Breeding focuses on early flowering genetics



Many breeding programmes within the fruit, vegetable and cut flower industries, focus on developing improved genetics with earlier harvest seasons.

The rationale is based on stock hitting the shelves earlier, extending the harvest season, and aiming to achieve premium prices via strong consumer demand and interest.

Imported produce has blurred typical seasonal windows of supply, with asparagus, oranges, kiwi fruit and Peony roses, often available all year round when sourced from northern hemisphere producers.

Applying this base supply and demand economic rationale and aiming to extend the flowering season of its core Chamelaucium genetics, Helix Australia's breeding programme is now starting to release earlier flowering hybrids of Waxflower for both its nursery and cut flower clients.

In partnership with Kings Park and Botanic Garden in Perth, Helix Australia has released two early flowering white Waxflower hybrids called Morning Delight and Dawn Pearl.

The Kings Park breeding program has identified some new genetics that flower even earlier than the current earliest flowering varieties.

Adrian Parsons, Managing Director of Helix Australia, is excited about the development. "These two new hybrids typically flower up to six weeks ahead of other Waxflower varieties. Our global cut flower growers are achieving price premiums in excess of 25 per cent by tapping into this strong early season demand.

"In addition we are seeing a strong demand and interest from our nursery growers who are keen to have an extended retail nursery shelf presence of flowering waxflower pots with early varieties commencing in June until late flowering hybrids in mid-November."

These earlier flowering varieties have been incorporated into the breeding program with a view to further extending the waxflower season, particularly targeting production for Mother's Day.

For further information and to order contact Adrian Parsons
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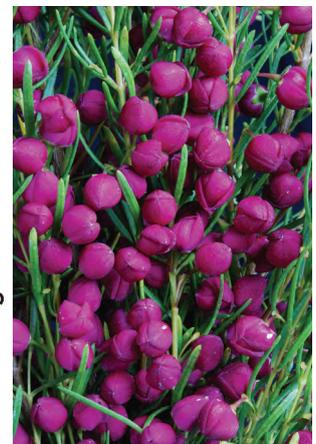
Waxflower Sarahs Delight



Waxflower My Sweet 16



Boronia Magenta Stars



Boronia Plum Bells

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