

# NEW OPPORTUNITIES FOR RASPBERRY PRODUCTION

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**Featuring Varieties Kwanza, Kweli, and Imara**

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# NOURSE

FARMS INC.





# Tissue Culture Lab



- Propagates blackberry plants and foundation stocks for nursery production
- Performs virus testing to assure our plants meet Certification requirements

# Greenhouse Operation



Facility spans approximately 3 acres and has 7 different zones providing the ultimate growing environments to maximize growth

# Greenhouse Operation



- Stock house with mother plants
- Limited access with screening to eliminate virus vectors
- Designed to meet the criteria of the National Clean Plant Network



# Greenhouse Operation



# Nursery Field Production



- Over 800 acres of field production requires crop rotation
- Produces over 20 million strawberry plants and 1.5 million brambles
- Field production of raspberry plants also in Pasco, WA
- Berries picked for fresh market



# Opportunities Created By New Varieties



Imara - 1<sup>st</sup> Ripening



Kweli – 2<sup>nd</sup> Ripening



Kwanza – Latest  
Ripening



# Imara, Kweli and Kwanza

- Imported these 3 licensed varieties from the Netherlands in March, 2011
- Under APHIS rules, plants were quarantined for 2 years
- First Watsonville, CA trials were planted in January 2013
- First commercial plantings were done in January 2014 and expanded in 2015 and 2016

# Imara



Firm, light colored fruit that maintains in storage

- Vigorous plant with high yields
- Large, conical shaped fruit (5-7 grams)
- Good firmness, excellent flavor, uniform size
- Earliest fruiting of 3 varieties



# Kweli



Exceptionally vigorous growth and very firm berries

# Kweli

- High yield potential
- Well adapted production in most climates & growing conditions
- Easy to grow, vigorous and develops good fruiting laterals at all levels
- Fruit shape is round and very firm (5 + grams)
- Fruit is light in color and does not darken
- Ripens 2-3 weeks later than Imara





# Characteristics of Kwanza



- Good lateral development
- Fruit size is large (6-8 grams)
- Excellent quality, flavor & yields
- Good shelf life
- Fruit doesn't darken after harvest
- Latest fruiting of 3 varieties

# Kwanza



“Kwanza has proved in these past few years to have an excellent sweet flavour and large sized berries with a bright and attractive colour which really makes them stand out from the rest.”



## RESOURCES:

### New Raspberry Varieties Imara, Kwanza and Kweli

[Mark Bolda](#)

Published on: January 16, 2016

- Nice website describing the recently introduced raspberry varieties Imara, Kweli and Kwanza. I've seen these perform in the field around Watsonville, quite impressive and a step above what has been generally available to growers of public varieties.

<http://www.advancedberrybreeding.nl/index.php/en/>

# Resources: Fresh Plaza Magazine

- <http://www.freshplaza.com/article/97173/Netherlands-Veiling-Zaltbommel-introduce-Kwanza>
- **New Kwanza raspberry gaining ground in the berry market**

Grower opinion Sergio Mato, of Terra Agricola's marketing department points out that the Kwanza "resists shipments well, reaches good sizes, has a good taste and does not reach an intense colour, something which is truly appreciated by our customers."



# Conclusion



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**Thank you!**

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