

GUIDELINES OF QUESTIONS TO ASK BEFORE PLANTING A NEW STONE FRUIT VARIETY IN YOUR AREA

- Can a specific variety be planted legally?
- Are the cold-storage results of the cultivar available for a number of years, and where and by whom were they conducted? Request the outputs of an independent evaluator.
- Is there a market for the specific cultivar's fruit, and where is it located?
- Are the fruit characteristics, such as colour, aroma, flavour, and taste, as well as storage capability better than those of an existing variety in the same harvesting timeslot?
- Does a similar existing variety with cheaper planting material achieve comparable results?
- What are the horticultural characteristics and desired requirements for the cultivar, e.g., required chilling units, production requirements, need for cross pollination, susceptibility to disease, recommended rootstock(s), fruit size, etc?
- Are the producer's farm conditions ideal for the variety?
- Has the prescribed rootstock been tested in different conditions, e.g. soil types and areas?
- Does the cultivar ripen during the peaks of the production period, and does it have niche value even if it ripens during peak periods?
- Are there any restrictions on planting or sales volume of the variety?
- Are there any restrictions regarding the sales channels that can be used as well as the markets that can be targeted with the variety.

Remember: An informed producer is well positioned to make good long-term decisions

Revised September 2024