

UCD Moxie

Exceptional fruit and plant characteristics for the
modern market



**Global Plant
Genetics Ltd[®]**

Where Quality Breeds Success

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2022

UCD MOXIE BENEFITS

 **Outstanding late season productivity and exceptionally high yields of marketable fruit**

 **Extra large, firm, visually appealing fruit**

Developed at the University of California, Davis for production in coastal California and other climates where day-neutral cultivars thrive. UCD Moxie produces extremely high yields of marketable fruit over a long growing season with outstanding late season production and is resistant to Fusarium wilt and Verticillium wilt. UCD Moxie produces fewer runners than most other day-neutral cultivars, a characteristic that decreases the need for runner trimming and reduces labor costs, and large, firm, visually appealing fruit with a long shelf life.

 **Highly resistant to Verticillium wilt and Fusarium wilt**

 **Reduced runnering in fruit production**

Disease Resistant With Exceptionally High Yields of Marketable Fruit

UCD Moxie is an asexually propagated hybrid suitable for production anywhere day-neutral cultivars are grown. This cultivar has produced exceptionally high yields of marketable fruit over a long growing season in production environments where day-neutral cultivars typically thrive. This cultivar is consistently the late season yield leader.





UCD MOXIE IN ACTION



[Click to play video](#)

UCD MOXIE OVERVIEW

Plant Habit

Exceptionally large crowns and fewer runners than other cultivars

Seasonality

Long growing season, outstanding late season yields

Quality

Very large, firm, visually appealing fruit with a long shelf life

Climate

Typical European day-neutral and everbearing production environments

Cultivar

Asexually propagated hybrid

Yield

Exceptionally high yields

Chilling Requirements

400 to 600 chilling hours recommended for maximum yield

Planting Density

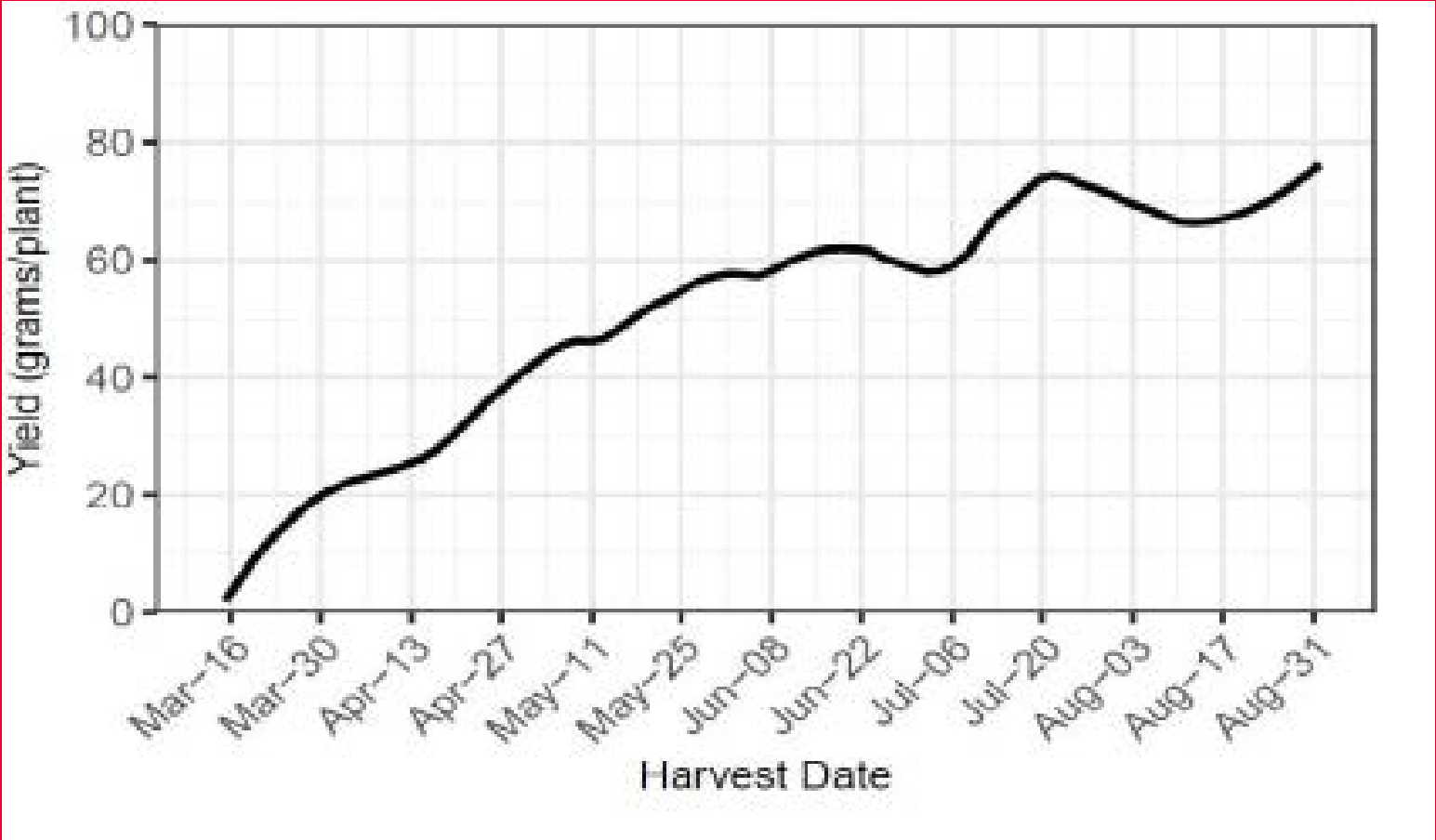
50,000 to 60,000 plants/hectare



UCD MOXIE OVERVIEW

🍓 Consistent long season fresh market production

🍓 High yielding and disease resistant



🍓 Exclusive hybrid plants

🍓 Crowns produced from certified disease-free foundation stock

🍓 Technical advice to maximize productivity and profits





UCD MOXIE REVIEW

"The variety UCD Moxie is a very high yielding Day Neutral variety with strong Fusarium resistance. The fruit is high quality, even; evenly spread throughout the harvest from plants producing very few daughters. We see this as a welcome addition to the Day Neutral market."

Rafael Cambra - Lassen Canyon International

LICENCE HOLDERS

UCD Moxie strawberry plants can be purchased from the following licensees, according to territory:



Egypt

nmossilhi@mdgroup.com.eg



Jordan

atayeh@oceanside.jo

JCLM Farming Pty LTD

Australia

jack@jclmfarming.com.au



Chile

tpfeil@losolmos.cl



UK, EU, Morocco

contacto@maae.pt



China

chris.he@perfection.com.au



Australia

Andrew@ssr.farm



Australia

ddavies@tcsrgco-op.com.au



UK, EU, Morocco

arjona@medinagroup.es



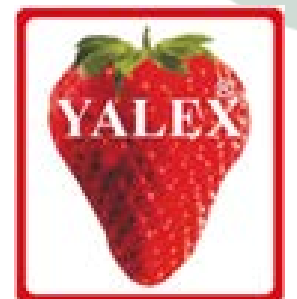
UK, EU, Morocco

info@viveroscampinas.com



UK, EU, Morocco

info@viveroscarbonero.com



Turkey

ahmetyaltir@yaltir.com.tr

If you are located in other territories and are interested in the UCD Moxie strawberry, please make contact with us for more information.



GPG Strawberries



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CONTACT US



Rupert Hargreaves

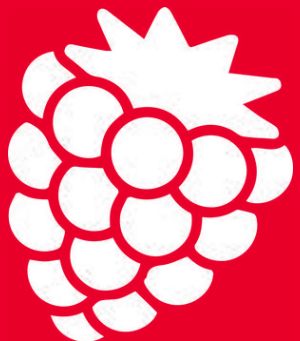
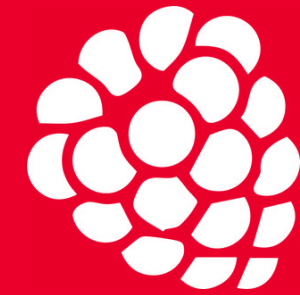
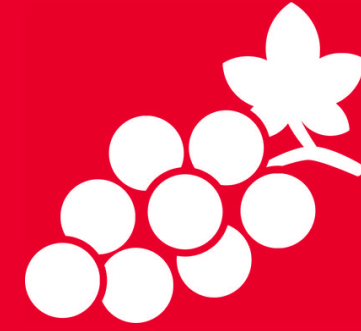
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