



What's Old is New Again!

Through licensing agreements with the University of Guelph and Agriculture and Agri-Food Canada, Vineland Research and Innovation Centre (Vineland) is now offering growers in-demand nectarine, apricot and plum varieties.

Many tender fruit varieties bred in Ontario decades ago are increasing in popularity. Although peaches are still favoured, nectarines, apricots and plums are seeing increasing consumer demand.



Blue plums - Vibrant

These fruits are also attractive for growers since their average net returns per ton are higher when compared to peaches.

"Although fresh market peaches grown in Ontario continue to be our number one seller in the soft fruit category, we have seen continued demand by Canadian retailers for alternative crops, including Ontario nectarines, plums and apricots," said Joe Dutchyn, manager at Niagara Orchard & Vineyard Corp.

"Our unique climate along with improved practices shared and developed with retail partners has given Canadian consumers an eating experience that keeps them coming back each season for more of our flavourful treats," said Mr. Dutchyn.

"In order to maintain our competitiveness, our industry must continue its efforts in identifying new and improved cultivars developed or identified as the next new winner for our Ontario producers," said Mr. Dutchyn.

In collaboration with the Tender Fruit Evaluation Committee (TFEC), Vineland is evaluating Agriculture and Agri-Food Canada's peach, nectarine, apricot and pear trees as well as plums, nectarines and apricots from the University of Guelph's breeding program for superior varieties that meet consumer preferences.

In addition, varieties selected by TFEC are available through Vineland for on-farm testing.

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