

# NUVAR®

PRESS RELEASE - FEBRUARY 2004

An exciting and very futuristic-looking new website [www.nuvar.net](http://www.nuvar.net) has just been launched. As its name implies, the site is concerned with the introduction of new varieties of plants.

These new varieties, produced by amateur and professional breeders, will be made available to gardeners and commercial growers through this new worldwide internet scheme. The currently limited range of plant species and varieties is expected to increase rapidly as more breeders learn about the scheme and want to commercialise their new material.

The scheme, devised by John Breach from Kent, will be administered by Bruno Essner, one of France's largest fruit tree producers, whose nursery, Pépinières du Valois, is at Villers-Cotterêts, about 50 miles north east of Paris. "We can quickly bring useful and interesting new varieties, that otherwise might never be planted, to a worldwide audience, and we aim to deal with a wide range of horticultural crops" claims Bruno Essner. "It's an ongoing project with something new being added every month."



John Breach and Bruno Essner

However, the scheme will not only be of interest to established plant breeders, he maintains. There may be chance seedlings produced from, say, apple pips growing in gardens and allowed to fruit, that might have some merit. Cox and Bramley, were produced in this way in the 19<sup>th</sup> century.

Bruno Essner, who is the head licensee, will appoint licensees around the world to promote the Nuvar® trademark and find sub-licensees – propagators and growers. These sub-licensees will grow or bulk-up plants/produce of the varieties accepted for the scheme, and sell to growers and/or retailers like garden centres and farm shops.

Anyone with a new variety that they wish to be considered for registration through the scheme should contact a local Nuvar® supplier, or Bruno Essner, for advice on how to go about it. Further details and contact telephone/fax numbers and e-mail addresses appear on the website. The website will also provide other information, including news and features.

Among the dessert apples varieties listed (trees of which will be available in the UK next winter) are several raised by John Breach. They include Nuvar® Melody, a mid-season type, grown from an open-pollinated Melrose seed. Its fruit is slightly flattened, coloured bright red on a green background, and has sweet, crisp, juicy flesh. The variety's bloom has quite good resistance to frost, and this largely accounts for its regular heavy cropping propensity.

Another variety from John Breach is the early/mid-season Nuvar® Golden Hills, raised from a pip (from a Greensleeves x Greensleeves cross) supplied by Hugh Ermen, a private top-fruit breeder based at Faversham, in Kent. Its flowers have also proved to be reasonably frost resistant, which contributes to its heavy cropping potential. The yellow, pink-tinged fruit is fairly flat, and has a sweet, crisp, juicy flesh.

There are six crab apples on the Nuvar® list, all suitable for making jelly. One of the most appealing is Nuvar® Carnival, whose fruit colours in August, and, unless picked, hangs on the tree until late autumn.

“We’ll be trialling our varieties to ensure their standard is high enough,” affirms Bruno Essner. “We’re convinced that some varieties that are unsuitable for supermarkets will be perfectly all right for our scheme, including those from professional breeding programmes that have never been commercially marketed.”



Nuvar® Melody



Nuvar® Golden Hills



Nuvar® Carnival