

# GIUMARRA BREEDING PROGRAMME

## officially in South Africa and Namibia

TopFruit is proud to announce that it has been appointed by Grapa Ltd as the exclusive territorial agent of the ARRA varieties within South Africa and Namibia. A fifteen year long programme of careful grape variety selection and breeding by the Giumarra family in California has reached its commercial availability stage with the release of these varieties.

Grapa Ltd has received from Giumarra Vineyards Corporation the Exclusive Master License to commercialize the Giumarra varieties worldwide (with the exception of the US, Mexico and Canada) for all of the existing ARD varieties. Giumarra Vineyards Corporation has invested heavily in the breeding programme, ensuring that it holds exciting, genuine opportunities for early, mid and late season varieties. Efficiency of production, colour, seedlessness and flavour are all strict selection criteria with the result that the new opportunities are certain rivals to current commercial staple varieties. Shachar Karniel (original breeder of the variety Early Sweet™) is the breeder behind the research, working in collaboration with Salvador Giumarra who contributes to the programme on the agricultural aspect and John Giumarra who contributes on the consumer and commercial aspects.

Thanks to the successful cooperation between Topfruit and Grapa, Early Sweet™ has developed into a thriving and popular variety in the RSA and Namibia, a winning partnership which offers the prospect for further success in promoting the Giumarra Vineyards Corporation varieties in the RSA and Namibia through the same cooperation. Grower partners around the world have benefited from being in prime position not just to plant the newly available varieties but to know that they're planting quality grapes that fulfil a real market need. This is strategic investment from an industry specialist and we're very proud of our ongoing association with the programme and its partners.



Above: ARRA 15

Left: Shachar Karniel, Breeder of the Giumarra Programme.



Hein Agenbag's established experience at TopFruit, and excellent reputation in the industry, resulted in him being asked to evaluate the ARRA varieties in Bakersfield during the 2009 summer season which was arranged by Giumarra Vineyards Corporation in conjunction with Grapa and Topfruit. Hein has evaluated early to late ripening varieties, including the F1 varieties, and his feedback is extremely important for South African and Namibian growers as he is aware of both grower and exporter requirements.

Arnold Viljoen, as Topfruit's top agronomist and technical grape manager, visited the programme and studied the ARRA's growing techniques and protocols in order to provide technical support to the Giumarra varieties growers in RSA and Namibia. There are currently 28 different cultivars in quarantine, with all indicators pointing to good growth, and the first plants becoming available by winter of 2011. A test block has also been established in Namibia.



For further information regarding the ARRA varieties please contact

**Arnold Viljoen or Hein Agenbag at TopFruit on 021 874 1033 [www.topfruit.co.za](http://www.topfruit.co.za)**