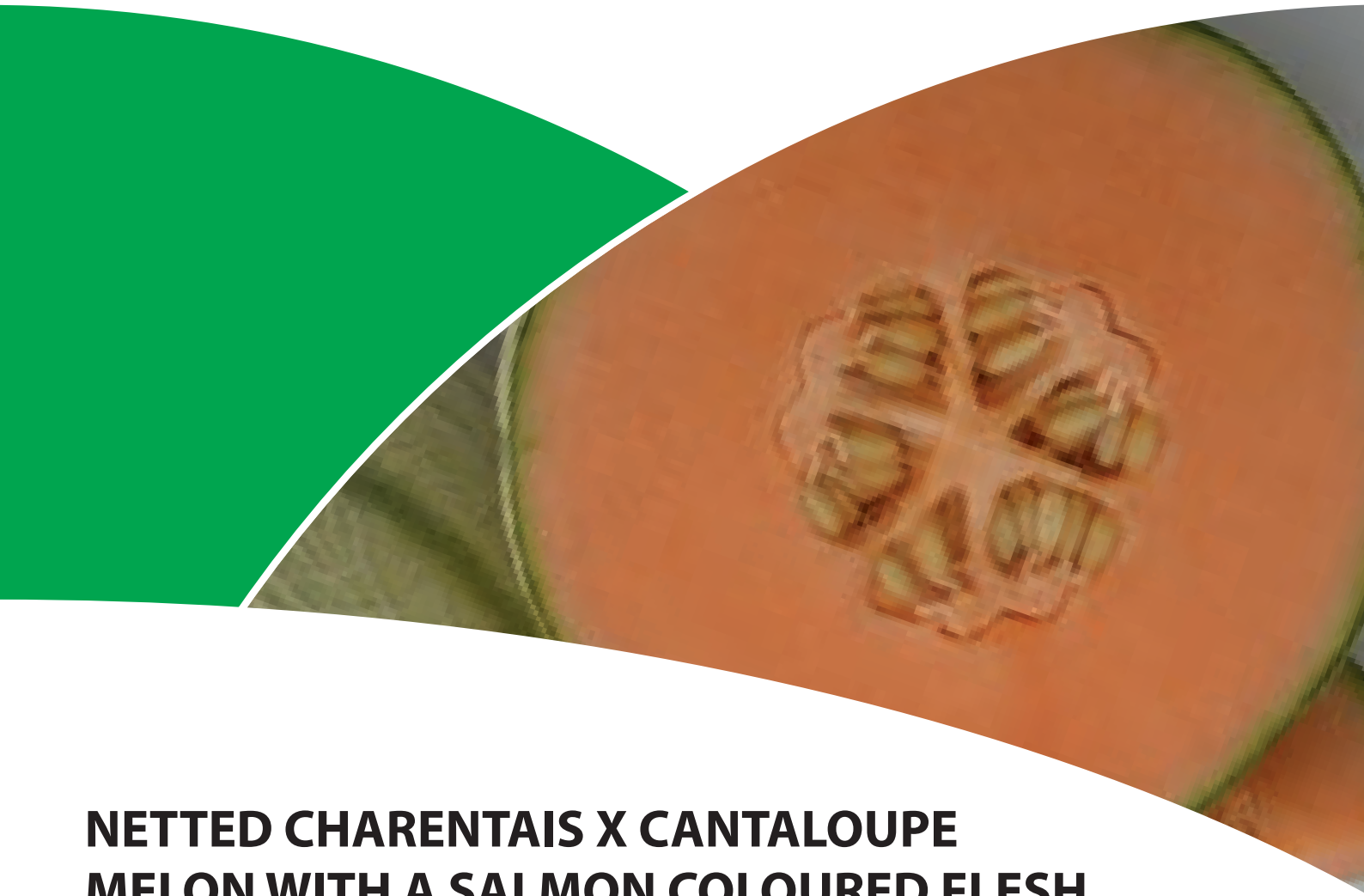




MAGENTA MELON



NETTED CHARENTAIS X CANTALOUPE MELON WITH A SALMON COLOURED FLESH

- Ideal for the early season, fresh-cut and whole fruit markets
- Attractive large, round and netted fruit with sutures
- Firm, salmon coloured flesh with long shelf life
- High brix, excellent flavour and eating quality
- Exceptional disease resistance package

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MAGENTA

MELON



Type	A hybrid charentais x cantaloupe melon with long shelf life.
Maturity	Main season 82 - 88 days.
Plant Characteristics	A vigorous plant with a healthy leaf cover that protects the fruit against sunburn. Flowers and sets fruit evenly to give high yield.
Fruit Characteristics	<p>Harvest indicators include;</p> <ul style="list-style-type: none"> - Change of the rind colour from green to lime green. - Development of a course net and sutures. - Yellowing of the abscission layer around the peduncle and start of "slip" formation. <p>The best flesh colour develops at "slip" formation, however longer shelf life can be attained if the fruit are harvested at yellowing of the abscission layer around the peduncle (just before "slip") at a minimum brix of 13°. Large to medium sized fruit with weight of 1.4 – 2.3kg. The fruit shape is round with a course, medium developed net and sutures. MAGENTA fruit has a salmon flesh colour, firm texture, high brix and sweet candy flavour. The fruit has a long shelf life and a small seed cavity.</p>
Disease Resistance	High resistance to Fusarium (Fom) 0,1,2. Intermediate resistance to Powdery Mildew: (Px) 1,2; (Gc).
Climate	Optimum germination temperature: 25°C to 28°C, night temperature not lower than 18°C. Optimum growth temperatures at night are 18 - 20°C, and day 24 - 30°C, and for ripening 15 - 25°C.
Plant Spacing	8,000 to 16,000 plants per ha.
Adaptation	MAGENTA is recommended for early, main and late season production. MAGENTA is well adapted to early season conditions.
Yield Potential	High yield potential.
Features and Benefits	MAGENTA has large, uniform, attractively round, netted fruit with sutures. The fruit has an attractive salmon flesh colour with high brix, exceptional taste and sweet candy flavour. The high quality fruit have export potential and are suited to the fresh-cut and whole fruit markets.

INDEMNITY

All technical advice and/or production guidelines given by STARKE AYRES or any of its personnel with reference to the use of its products, is based on the company's best judgement. However, it must be expressly understood that STARKE AYRES does not assume responsibility for any advice given or for the results obtained.

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