

New genetics - new market standards

Lefroy Valley's seedless melon range has expanded to incorporate new genetics that are changing benchmarks in the Australian watermelon market. Since Royal Armada's limited commercial seed release last season, this outstanding variety has been a great success story for growers all over the country.

In Queensland, Royal Armada has shown superior results against traditional varieties. Its advantages over past traditional standard types are outstanding yield, presentation, internal flesh quality and firmness which are second to none. Royal Armada provides the consumer an eating sensation that sets a new benchmark for seedless watermelons.

In the United States, with their advanced fresh cut market, Royal Armada is proving to be a top performer because of its superior flesh density, flesh colour and high sugars. This high flesh density provides greater ability for the flesh to hold together and transport longer distances exceptionally well. Royal Armada also produces only very small and reduced numbers of immature white seeds. This is an important feature as the immature white seeds found in seedless watermelon generate ethylene production which reduces flesh quality and shelf life. Royal Armada offers significant genetic improvements in this trait which benefits growers by delivering better flesh quality and shelf life.

Royal Armada has proven itself in Emerald, Chinchilla, Bundaberg, Bowen, St George, Victoria and W.A. and is now "the one to beat" in the market today. The table below provides an indication of the success that Royal Armada has achieved over 2 years in a range of seasons and areas. This variety is a must to grow/trial for all quality conscious seedless watermelon growers. For more information contact your local area representative, to secure your seed for this coming season.

ROYAL ARMADA - TRIAL RESULT SUMMARY					
AREA	HARVEST DATE	FRUIT AVE. WT (kg)	FLESH DENSITY RATING	GROWER SCORE COMPARED TO STD.	GROWER COMMENT
Kururuppa	23-Jun-03	8	10	7	Outstanding quality
Rockhampton	04-Nov-03	7 to 10	7	7	Improvement on std.
Bundaberg	11-Dec-03	8 to 7	7	3	Smaller than std.
NSW	04-Feb-04	7 to 10	7	7	Larger fruit better yield than std.
N.Vic	19-Feb-04	8 to 12kg	7	5	V. Similar to std. but better flesh density
Texas	14-Apr-04	12kg	7	7	Best flesh quality - large fruit
Emerald	25-Apr-04	6 to 7kg	7	5	High PM pressure but best flavour & texture
Bowen	11-May-04	9 to 10	7	7	Best size & yield in trial
Emerald	12-May-04	8 to 10	7	7	Better flavour & internal than std.
Bowen	17-May-04	12	7	7	Best in trial - largest size, best internal
Bowen	17-May-04	9	7	7	Cuts best slightly later maturing
Bowen	01-Jun-04	8	7	5	Great flavour & texture
Bowen	15-Jun-04	9	7	7	Best flesh quality - no cracks
Kururuppa	16-Jun-04	7.7	7	7	Good yield best internal
Brooms	16-Sep-04	7 to 9	5	5	Some squarish fruit - some internal cracking
Leopold	18-Nov-04	8 to 10	7	7	Best in planting
Bundaberg	23-Nov-04	10	7	7	V. crispy flesh - much less internal cracks than std.
Merrbrae	14-Jan-04	10	7	7	V good yield & size
NW Vic	09-Feb-05	10	7	7	Good size & yield - will go commercial
Chinchilla	09-Feb-05	10 to 12	7	7	Outstanding internal - good size
Chinchilla	14-Feb-05	10	7	7	2-3 days later than std. good size & yield
Chinchilla	22-Feb-05	9 to 11	7	7	Handled heat well, no hollowness, good firmness
Chinchilla	28-Feb-05	12	7	7	Better than std. cuts x. well, less white seeds
Chinchilla	16-Mar-05	11	7	7	Good internal quality & yield

SCORING INTERPRETATION
10 - Vastly superior to standard
7 - Superior to std.
5 - Equal to std.
3 - Inferior to std.
1 - Vastly inferior to std.



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