

AzraBlue™

FCM14-031

OVERVIEW

AzraBlue® 'FCM14-031' is an early variety with concentrated fruit production. In zero and low chill growing regions, there is strong potential for high yields. The fruit is firm, mildly aromatic, and it preserves the quality of the fruit during storage between 28 and 35 days. Visitors have consistently rated the fruit quality as superior to other leading varieties.



FRUIT FLAVORS

Eating AzraBlue® 'FCM14-031' is like enjoying a crisp apple on a hot day – it's perfectly balanced between sweet and tart. Compared to other varieties, it is typically ranked as similar to Biloxi and slightly more sweet than Ventura.



FRUIT SIZE

AzraBlue® 'FCM14-031' fruit diameter is on average 20.4 mm, almost half of the fruit greater than 18mm.



FIRM

FRUIT FIRMNESS

The fruit of AzraBlue® 'FCM14-031' is firm, with an average FirmTech of 222 g/mm the day after harvest. Right off the bush, the firmness is similar to Biloxi and Ventura but after just 14 days in cold storage, AzraBlue® 'FCM14-031' is clearly superior.

FRUIT COLOR

¹Biloxi ²Ventura



LIGHT BLUE

CONSIDERATIONS

In some regions, such as Peru and Spain, the fruit acidity can be high if harvest intervals are not managed carefully, or pickers are not trained to identify peak ripeness. Beyond 28 days in cold storage the fruit firmness can fall below ideal quality standards. The firmness in long term cold storage been observed to be similar to Ventura, although the overall texture is an improvement. Trialing should be done to determine quality results using your supply chain.

GROWING REGIONS



VERY GOOD

4/5

YIELD

AzraBlue® 'FCM14-031' yields significantly more compared to Ventura and Biloxi at Fall Creek Research Farms in both Spain and Mexico.

VERY GOOD

4/5

HARVEST EFFICIENCY

AzraBlue® 'FCM14-031' has a high harvest efficiency and is considered an easy plant to harvest due to its round and open plant shape with large fruit size.

28–35

DAYS

FRUIT STORAGE

After 4 weeks in cold storage, AzraBlue® 'FCM14-031' maintains good flavor and firmness. Compared to Biloxi, AzraBlue® 'FCM14-031' ranked 2 points greater by Fall Creek breeders (using a 1-9 scale).

EARLY-MID

FRUIT SEASON

Unlike Ventura, AzraBlue® 'FCM14-031' production is more concentrated, resulting in a peak harvest during the early to mid window.

EXPERT CORNER



"I'm really into AzraBlue® 'FCM14-031' for its qualities that cater to both growers and consumers alike. This variety is easy to handle, harvest in the field, and highly productive. The fruit itself is well-balanced, with a slight leaning towards acidity rather than sweetness. It has a satisfying firmness and consistently large fruit size throughout the entire season."

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VARIETY VIDEO

Learn more about Fall Creek Varieties using the QR code below.



[youtube.com/FallCreek](https://www.youtube.com/FallCreek)