WHITEX

White, Bright and Easy to Harvest

Technical Information Sheet
UK & Nordics March 2020
Introducing Curdivex®

Whitex is our newly introduced variety from our Curdivex® range of white, bright and easy to harvest cauliflowers.

Since its launch in 2019 Whitex has grown in its popularity and as more seed is distributed to growers our bank of technical information on the variety increases.

This technical bulletin provides an update on trial data from 2016-2019.

Benefits

Benefits of Whitex compared to Freedom

✓ Matures approximately 5 days later on average than Freedom
✓ Less pinking than Freedom
✓ Better curd quality
✓ Whiter curd
✓ Better field holding
✓ Higher % marketable
✓ More upright plant habit
✓ Less curd splitting
✓ Improved shelf life

Benefits of Whitex compared to Fortaleza

✓ Matures at the same timing so straight swap for programming
✓ More vigorous plants
✓ Less pinking than Fortaleza
✓ Whiter curd
✓ Firmer head
✓ Higher % marketable
✓ Improved shelf life
One of the most noticeable characteristics of Whitex is that it is more vigorous than many commercial summer cauliflower varieties.

This is evident in the Seminis portfolio with Whitex being more vigorous than both Freedom and Fortaleza. Plant habit is also more upright when compared to Freedom.
Being an earlier maturing summer variety, 72-78 days to 50% maturity, Whitex can give better reliability when stress occurs in mid-summer.

In general, longer maturing varieties have a higher chance of having fluctuating grow days. Many growers have moved towards these varieties in the hunt for better curd colour, curd quality and field holding.

However, due to the persistent white genes in Whitex these traits are vastly improved compared to Freedom and Fortaleza but also many other competitor standards.

Individual characteristics of curd quality for instance head colour, head firmness, fuzziness and riciness are all improved over Freedom and Fortaleza while we also see a reduction in percentage of pinking under stress.

As the sowing season continues please contact your local sales representative for further information on Whitex and our Curdivex® breeding program.

**IMPORTANT DATES**

Events for your diary where Whitex can be seen along with our up and coming varieties are:

- **23rd & 24th September 2020**
  Brassica iX Event at our Enkhuizen site in the Netherlands

- **7th & 8th October 2020**
  Brassica Innovation Day at Kirton Holme, Boston, UK
When compared in over 34 trials, Whitex gives a higher percent of marketable curds compared to both Freedom and Fortaleza, but also when compared to the competitor market standard included in our trials.

This increase in the number of marketable heads is due to improved plant vigour, superior curd colour and exceptional curd quality.

We believe that the benefits of Whitex don’t end in the field. Whitex has also been shown to retain its firmness and colour better in store than our internal and external trial standards.
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