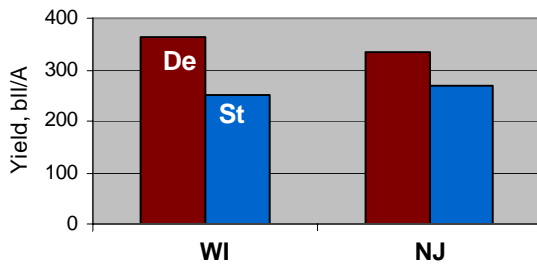


'Demoranville'

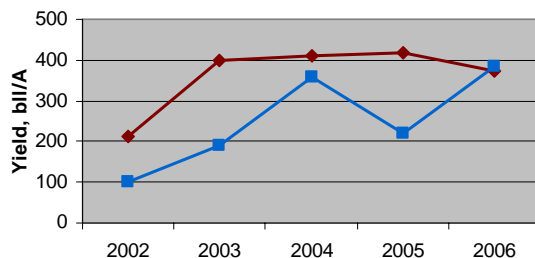


'Demoranville', named in honor of Dr. Irving Demoranville, was developed by the New Jersey Agricultural Experiment Station, Rutgers University. 'Demoranville' has exhibited significantly higher yields, higher anthocyanin content (red pigment), and larger fruit size as compared to 'Stevens', the predominant commercial variety. 'Demoranville' (tested as 'NJ98-35') was derived from a cross between 'Franklin' and 'Ben Lear'. It was first established in trials in 1993, and has been evaluated in multiple locations in New Jersey and Wisconsin.

In a replicated trial in Jackson Co., WI, 'Demoranville's' yield potential, as measured by square-foot samples, averaged 377 g/ft², whereas Stevens averaged 261 g/ft², over a five year period. In a Burlington Co., NJ trial, 'Demoranville' averaged 348 g/ft², whereas Stevens averaged 280 g/ft², over a four year period.



Average yield of Demoranville (■) relative to Stevens (■), in a replicated trial in Wisconsin (2002-06), and in a New Jersey trial (2001-04).

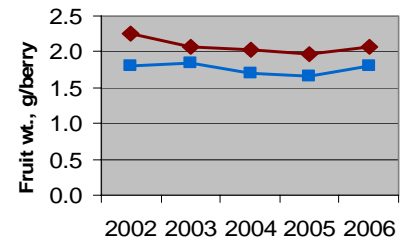


Yearly yield of Demoranville (◆) relative to Stevens (■) in Wisconsin trial, Oct. 2002 through 2006.

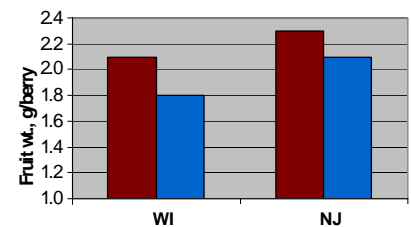
'Demoranville' seasonal flowering phenology appears to be 1 to 2 days earlier than Stevens.

'Demoranville' fruit size is larger than 'Stevens', ranging from 2.0 to 2.5g/berry.

Berry weight of Demoranville (◆) relative to Stevens (■) in Wisconsin.

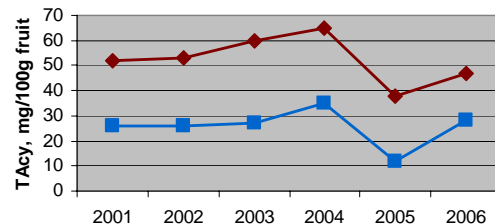


Mean berry weight of Demoranville (■) relative to Stevens (■) in Wisconsin (2002-06) and New Jersey (2001-04).

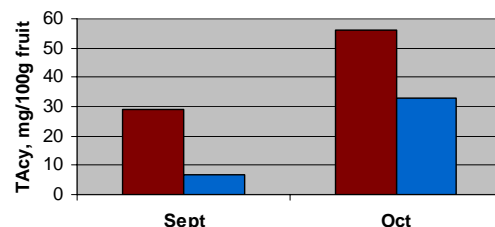


In Wisconsin, 'Demoranville' total anthocyanin content (TAcy) ranged from 38 to 65 mg/100g fruit in early October, averaging about 100% higher than Stevens.

In New Jersey, 'Demoranville' TAcy ranged from 18 to 39 mg/100g fruit in September, over 400% higher than Stevens, providing an earlier harvest window. In samples taken in October in NJ, TAcy values for 'Demoranville' averaged 70% higher than Stevens.



TAcy of Demoranville (◆) relative to Stevens (■) in a Wisconsin trial, Oct. 2001-06.



Mean TAcy of Demoranville (■) relative to Stevens (■) in a New Jersey trial, in Sept. and Oct. (mean of 2001-04).