



By Matthew Jones

Thursday 23rd July 2020, 1:01 GMT

## Perfection Fresh partners with PSI

New strawberry varieties from California-based breeder to be grown and marketed in Australia



Pic credit - Perfection Fresh

**P**erfection Fresh is set to introduce a new range of strawberry varieties to the Australian market under a partnership with Plant Sciences Incorporated (PSI).

Michael Simonetta, chief executive of Perfection Fresh, said the new varieties will improve the eating experience for berry lovers and entice new consumers to the category.

"As a consumer myself, I look for quality and consistency in the produce we eat at home, and I'm often disappointed by the 'hit and miss' experience when it comes to strawberries," Simonetta said.

"Through our partnership with PSI, we intend to provide new premium strawberries that offer a consistent eating experience, unmatched flavour, and an extended shelf life.

"In recent visits to PSI's breeding plots, I've personally experienced the varieties we're bringing to Australia that will complement what we're currently delivering to consumers."

California-based PSI has been at the forefront of innovation in small fruits plant breeding since it was set up in 1985. Its exclusive genetics

are being grown in more than 50 countries around the world.

"We're excited to build on this newly formed partnership, and we look forward to bringing strawberry varieties that offer an exceptional eating experience to consumers while giving growers a competitive edge," said Scott Nelson, head of global development at PSI.