

BEL ORO™
How sweet it is



BEL ORO™ HAS BURST ONTO THE SCENE

Bel Oro™ is a new super sweet, super tasty melon. The bright yellow skin and wonderful fruit colour of Bel Oro™ delivers superior eating quality and reliability to your consumers. Bel Oro™ isn't just bursting with flavour and sweetness, it's also bursting with a long list of benefits.

Bel Oro™ features

- Bright yellow-sutured melon
- Excellent internal fruit quality
- Attractive flesh colour with small seed cavity
- Excellent taste and eating quality
- Heavy fruit, with firm flesh
- Above average brix
- Excellent shelf life
- Consistent oval shape fruit
- Consistent 1.7 - 2.1 kg fruit
- A distinctive and unique melon for the Australian market





“Bel Oro™ is an example of Monsanto’s commitment to bring tasty fruit and vegetables to the consumer. If we can bring fruit and vegetables to the market that everyone loves to eat, then we have reached one of our key objectives.”

Rachel Palumbo, Marketing and Licensing Lead, Monsanto ANZ



“Catching the eye of consumers, the distinctive appearance of Bel Oro™ clearly differentiates the product in the Australian melon category.”

Jason Beeston, Marketing Manager, BeeMart



“It has been a long but exciting road to finally reach the goal of commercially growing our first crops of Bel Oro™. To be able to grow a product that has so much interest not only in the markets, but from the public has been a privilege to be part of.”

Ken Duncan, Grower

“Commercial volumes of Bel Oro™ will hit the market in September 2011. Initial trials have generated considerable interest from the Australian and Asian markets. The attributes of Bel Oro™ are highly sought after by retailers and food service providers.”

Jason Beeston, Marketing Manager, BeeMart



**BEL
ORO™
FRUIT**

WANT TO KNOW MORE?



BeeMart Enterprises

17 Maryborough Street
Bundaberg QLD 4670

Ph: 07 415 2676

Mobile: 0427 200 791