



MasterFresh

OUTSTANDING SQUASH FRESHNESS



Conservation is at the heart of our work on squash

With MasterFresh, Gautier Semences offers a squashes range with superior conservation assets. Gautier Semences' Research combines précision and market knowledge to offer increasingly high-performance crops while also focusing on diversity.

Our conservation study,

conducted in partnership with the CTIFL, has highlighted the advantages of our squash varieties: shine, tolerance to dehydration, firmness, colour, overall appearance, all characteristics where MasterFresh squashes from Gautier Semences excel!

Thanks to our multi-site trials

we are able to monitor the performance of our varieties in many different types of soil and thus ensure that our varieties are adapted to the needs of the different production areas.



METHODOLOGY:

Study conducted in partnership with the CTIFL of Saint Rémy de Provence in June 2021.

Squashes harvested the same day and stored under the same conditions (cold room at 18°C) for 14 days. Measurements taken on D0, D7 and D14: mass, firmness, colorimetry, shine. Photographs were taken on D0, D7 and D14 of the study to document any change in the appearance of the produce.

Our commitment to the freshness of squashes:

Discover THE PRODUCT RANGE



SHINIER

Squashes that remain just as shiny 14 days after harvest: a characteristic that consumers love.



Master Fresh
(D14)



Market Standard
(J14)

FIRMER

Produce remains firm long after harvest, an indicator of freshness appreciated by consumers.

HEALTHIER

Vigorous squashes thanks to a high tolerance to issues such as necrosis, wilting and protuberances.



Master Fresh
(J14)



Market Standard
(J14)

GREENER

Squashes that remain intensely green thanks to better tolerance to yellowing.



Master Fresh
(J14)



Market Standard
(J14)

MORE HYDRATED

Produce that remains fresh thanks to hydration that remains high over time: mass loss is slower in comparison to market controls. An advantage for producers when selling by weight.



SATELITE

Greenhouse & open field
France, Spain, Italy,
Northern Europe, Morocco



LINGODOR

Greenhouse & Open Field
France, Spain, Italy,
Northern Europe, Morocco



NORAC

Open Field
France, Spain, Italy,
Northern Europe, Morocco



TWITTER

Greenhouse
France, Italy,
Morocco



CENTAURO

Greenhouse
Spain, Italy,
Northern Europe, Morocco

MasterFresh

FRESHNESS FOR THE ENTIRE CHAIN



Production

Produce with a higher post-harvest value and an excellent shelf-life.



Distribution

Less food waste thanks to produce that stays fresh longer.



Consumption

Attractive products on stalls and more pleasure in the plate

MORE INFORMATION ABOUT OUR VARIETIES

Check out our brochure



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