

The University of Florida Blueberry Breeding Program

Patricio Munoz, Ph.D.

Endowed Chair - Horticultural Crop Breeding
Associate Professor and Blueberry Breeder

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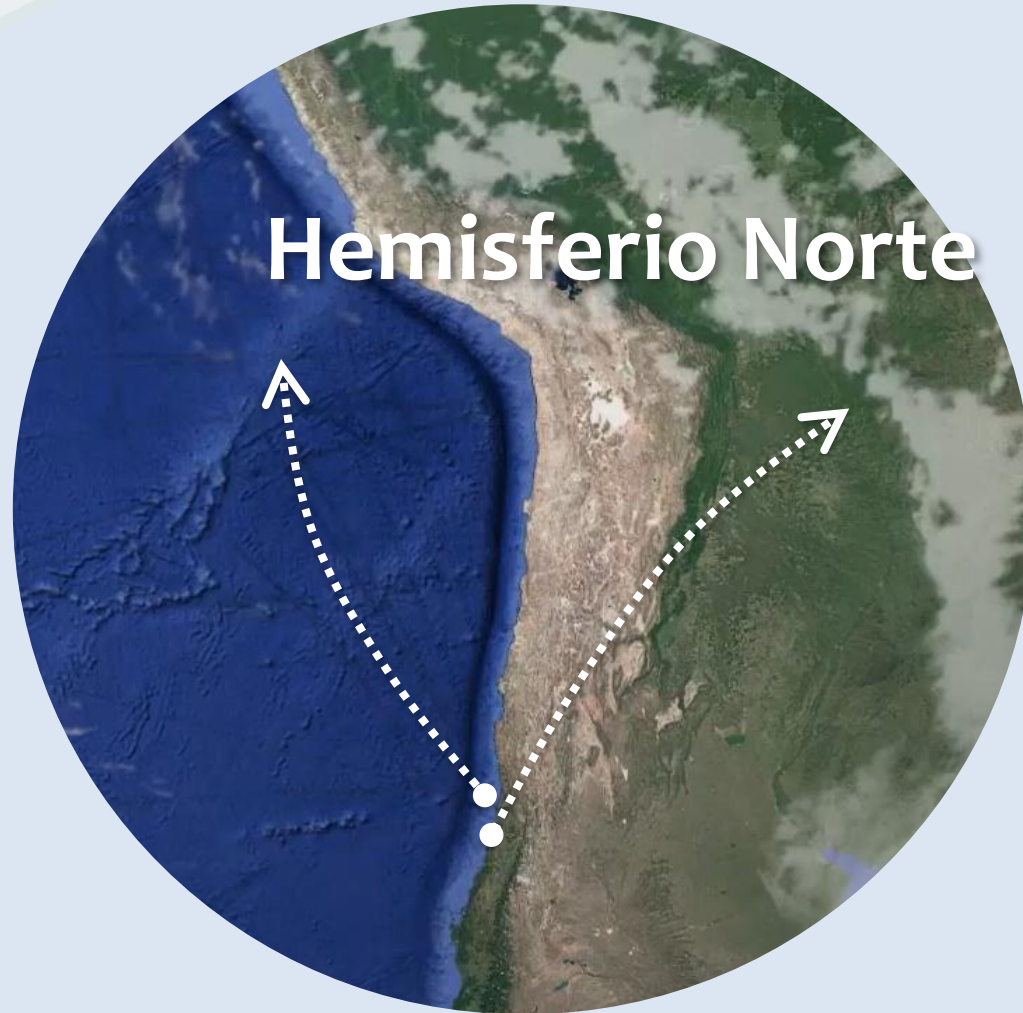
Horticultural Science Department

University of Florida

Sept 28, 2026



Chile ayudo a construir la industria global...



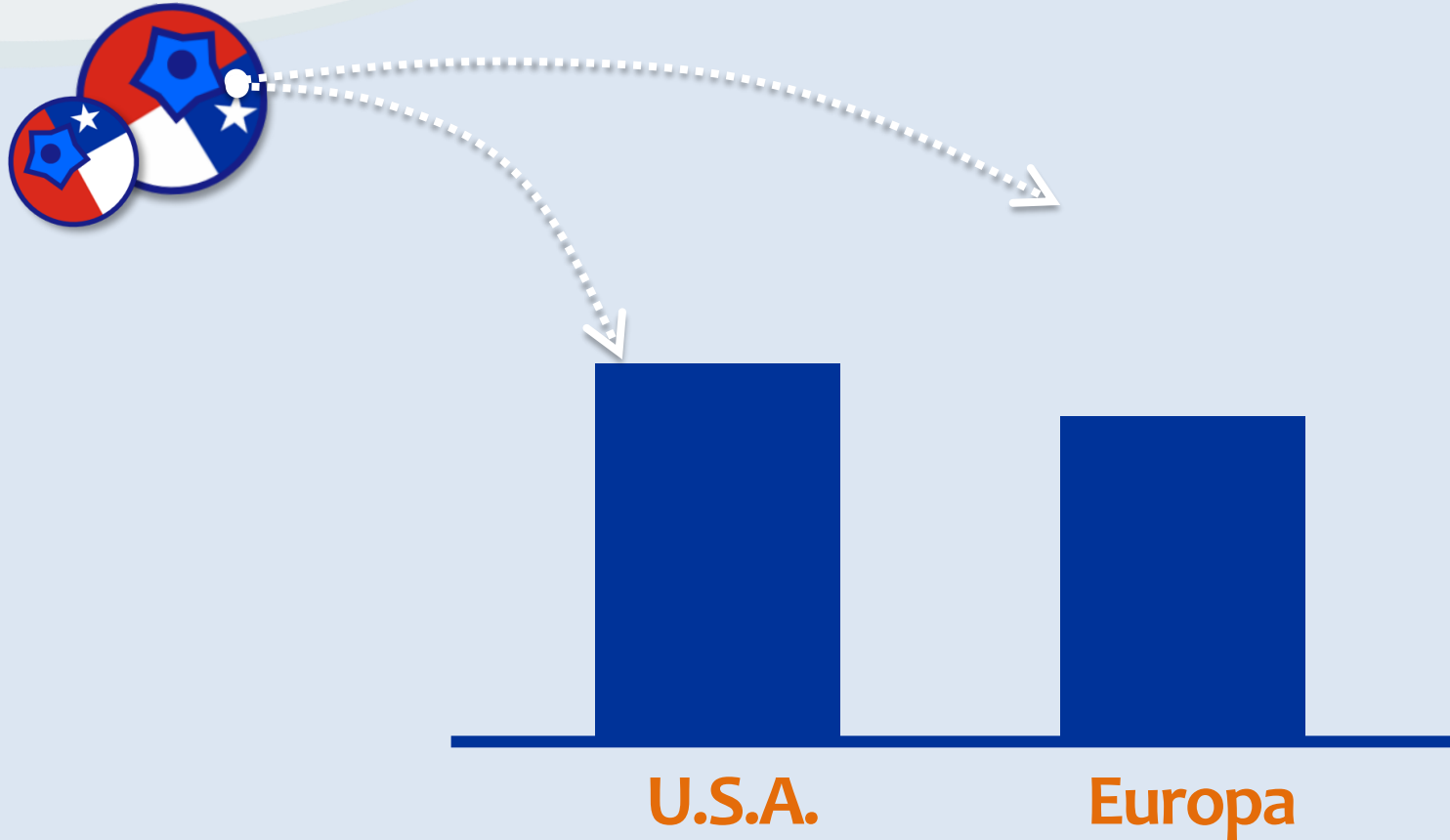
**...pero el mercado
cambio**

De la única fruta estacional ...

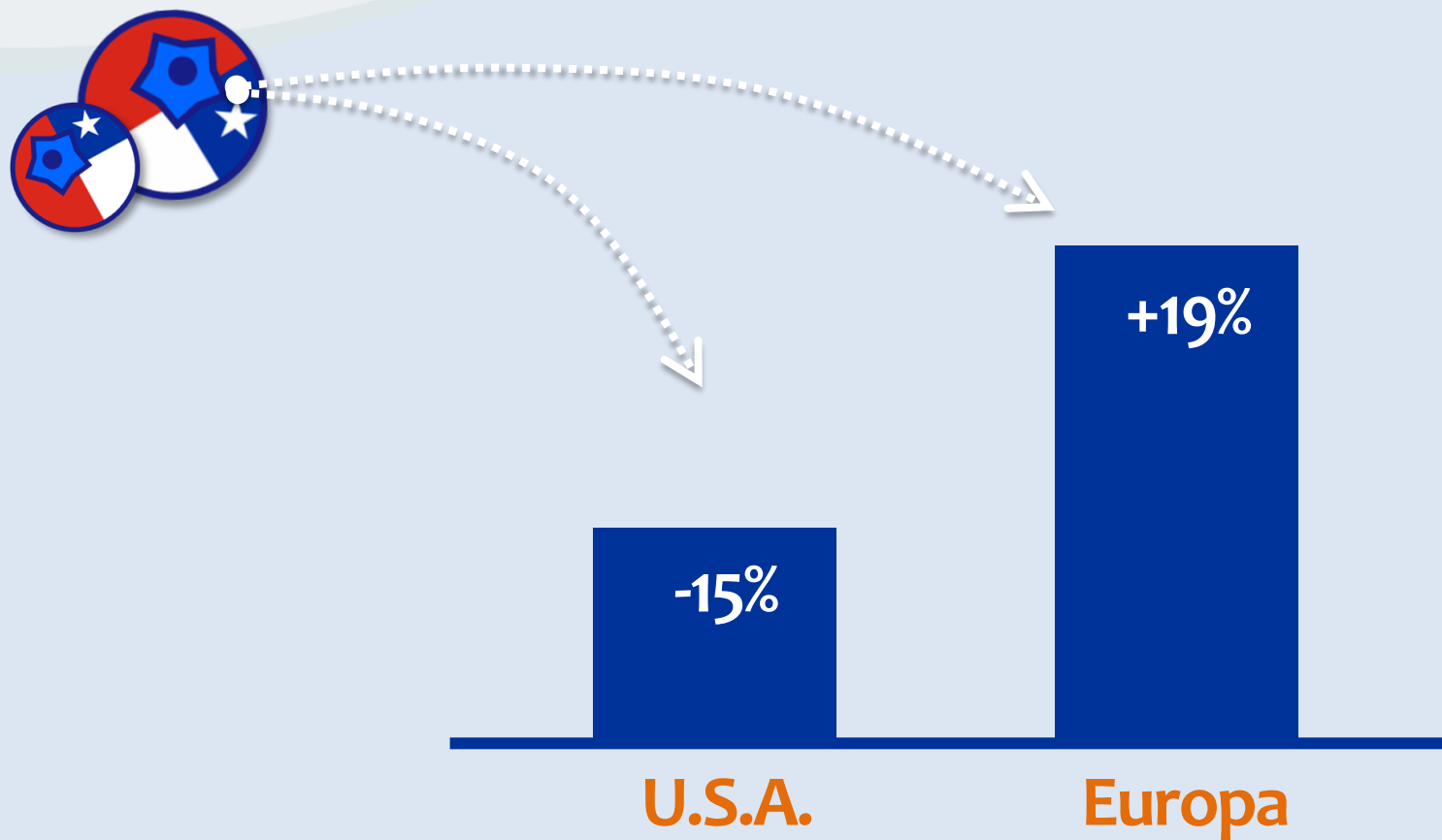


...a buena calidad todo el año

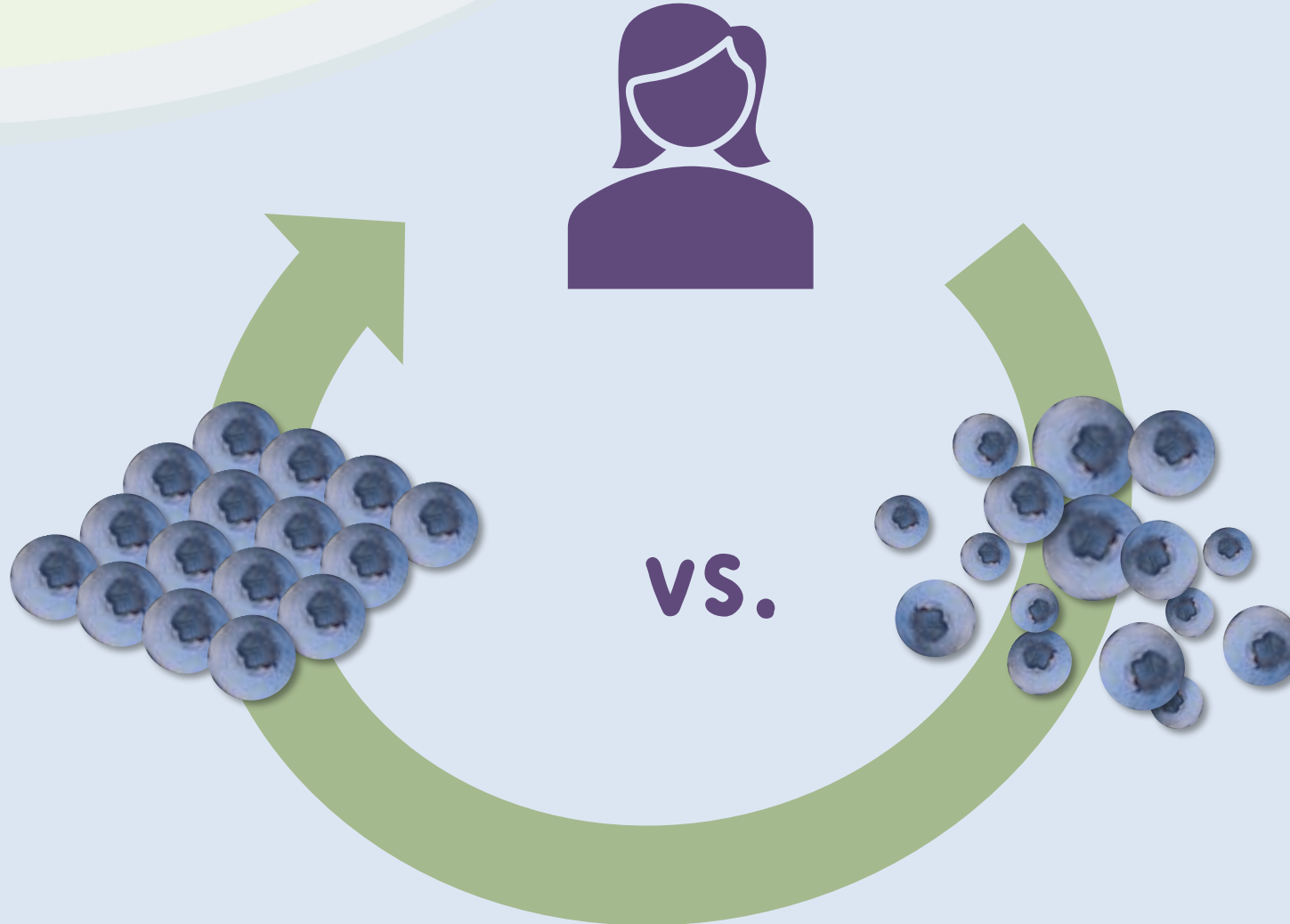
El destino de la fruta cambio



El destino de la fruta cambio



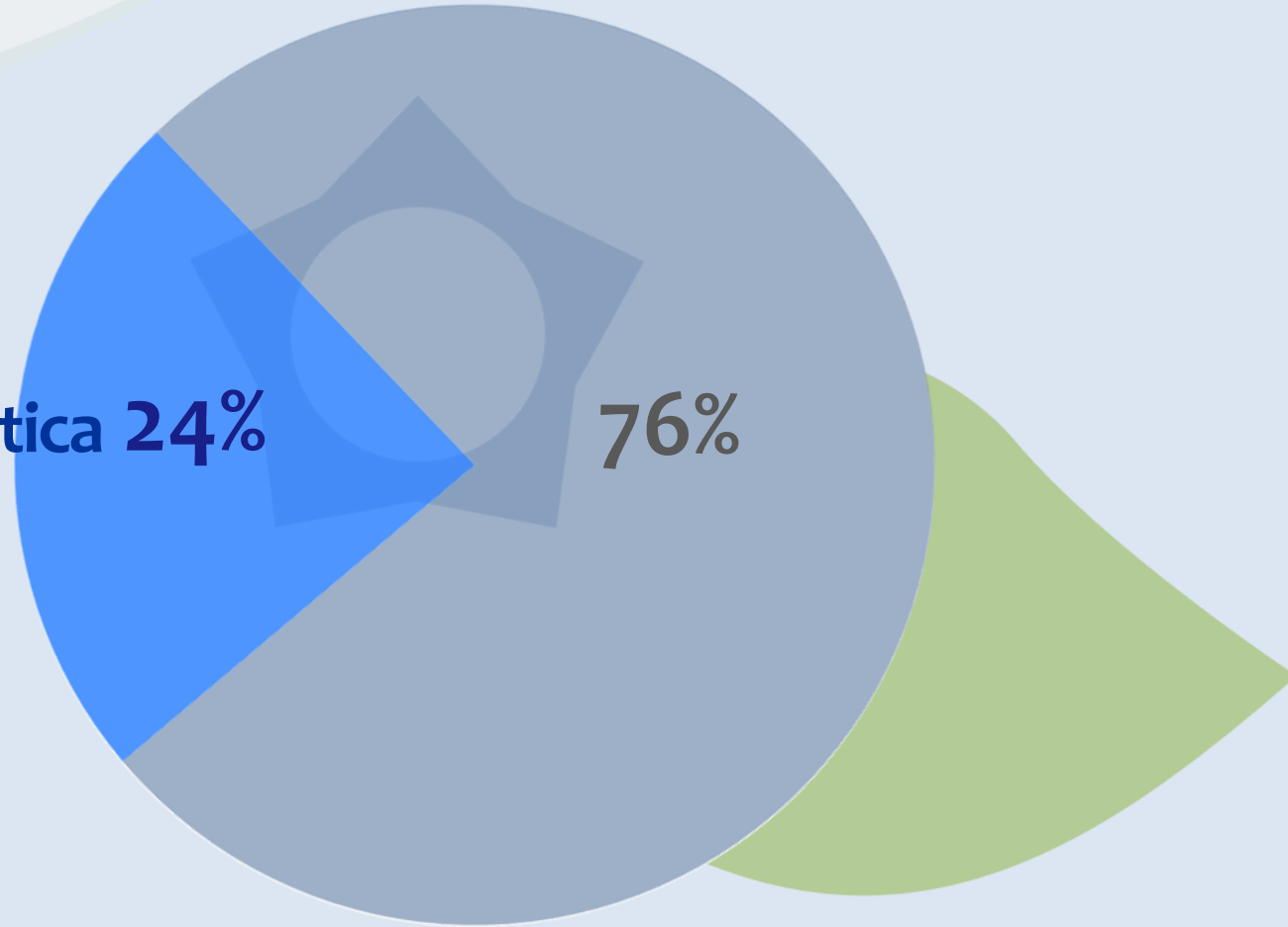
El consumidor quiere calidad y consistencia



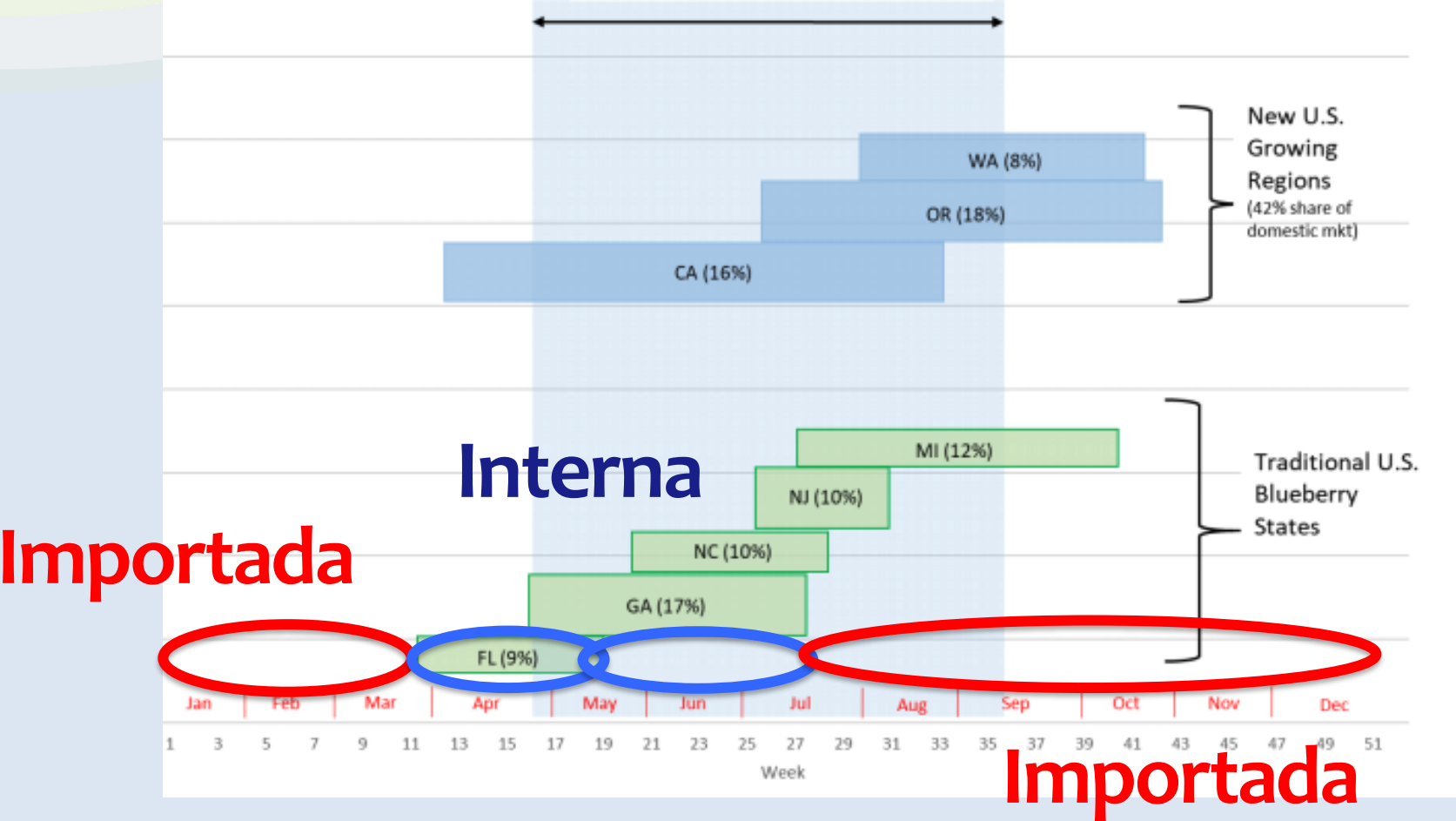
Chile también escucho

Nueva genética 24%

76%



Florida de una ventana premium a una experiencia premium



Cumpleaños 50th de Sharpblue – la primera SHB

R. Sharp & W. Sherman

P. Lyrene

J. Olmstead

P. Munoz



Domestication
(NHB, New Jersey)

Crossings with
V. darrowii

'Sharpblue'

'Star'
'Emerald'
'Jewel'

'Snowchaser'
'Kestrel'
'Sweetcrisp'

'Colossus'
'Keecrisp'
'Optimus'

'Sentinel'
'Albus'
'Sharper'

3 releases

11 releases

23 releases

13 releases

10 releases and
counting

1911

1950's

1970's

1990's

2000's

2010's

2020's



Blueberry Research Team

Local focus, global impact

Faster
Accuracy
Efficiency



Principal Investigator
Patricio Munoz, Ph.D.



Statistical Genetics

Felipe Ferrão, Ph.D.

Genomic selection
Genetics of polyploids
Genome-wide association



Digital Breeding

Paul Adunola, Ph.D.

Yield estimation
Target environment prediction
Computer vision & AI



Computational Biology

Juliana Benevenuto, Ph.D.

Genomics & transcriptomics
Variant discovery
Germplasm diversity



Marker Assisted Selection

Jim-hee Kim, Ph.D.

Marker development
Marker validation
Genomic selection logistics



In vitro Breeding

Manuel Gastelbondo, Ph.D.

Ploidy manipulation
Tissue culture & regeneration
Cytological techniques

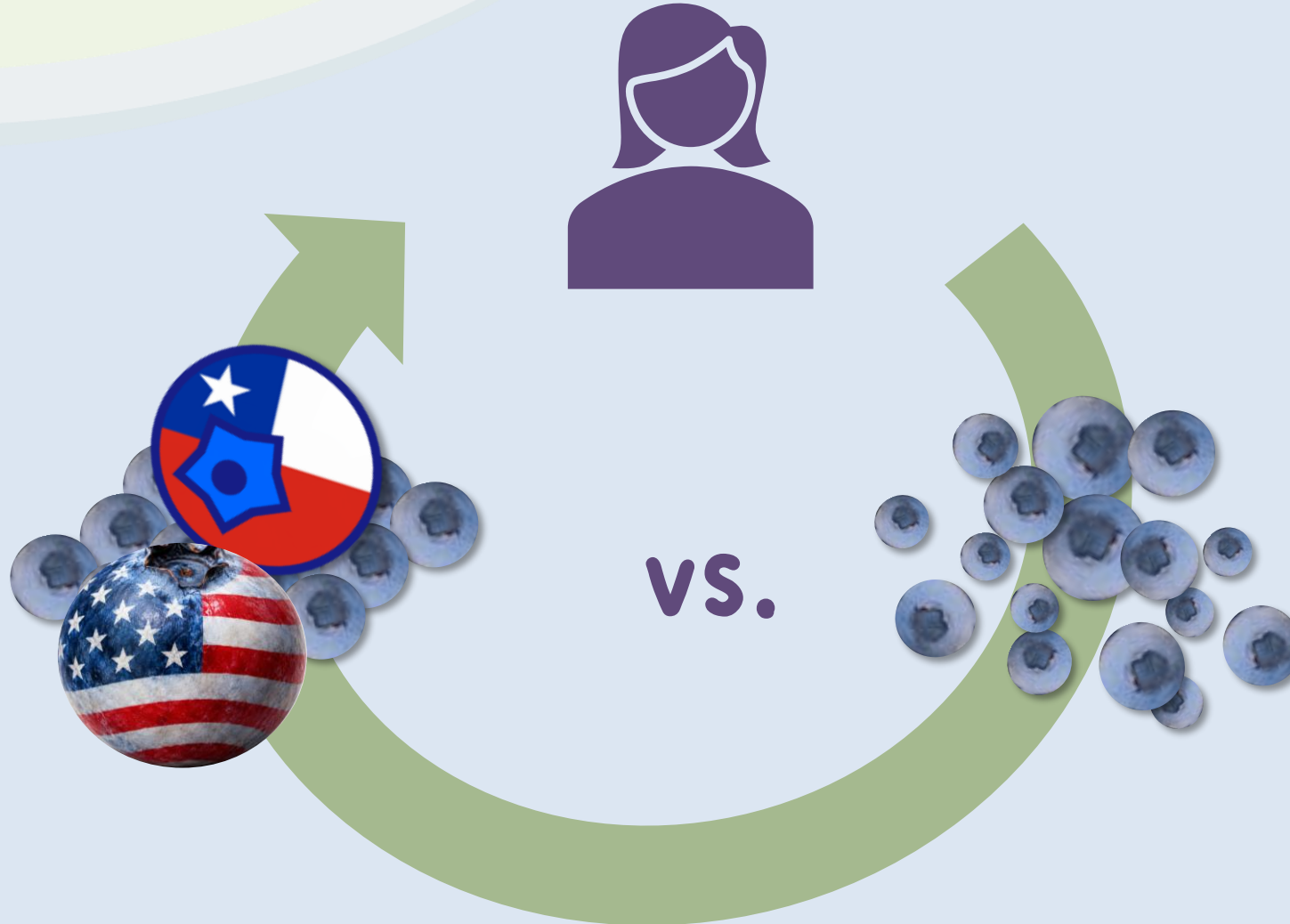


Molecular Biology

Felix Enciso, Ph.D.

Gene editing
Functional validation
Synthetic biology

El consumidor quiere calidad y consistencia



Albus



Muy temprana, alto rendimiento, alta calidad

Sharper



Temprana, alto rendimiento, calidad premium

Falcon



Mid-chill, muy alto rendimiento, alta calidad

No solo volumen ...

Genética

Postcosecha

Experiencia del consumidor

Ambiente

Cosecha

Manejo





Genética global – ejecución local

26 AÑOS DE EXPERIENCIA

MILLONES DE PLANTAS

TEST PLOTS



Chile ya tiene la plataforma ...



... nosotros traemos la genética

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