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COMING SOON: OREGON STRAWBERRY SEASON

Get Ready to Stock up on the World's Sweetest Strawberry

CORVALLIS, Ore. – June 3, 2009 – [Oregon Strawberry](#) season, a certain sign of summer in the Pacific Northwest, is nearly here. Oregon Strawberries are hand harvested from early June through mid July, and some select varieties are even available through September. Because of the delicate nature of Oregon berries, their fresh shelf life is short, and as a result, so is the window to stock up. Fresh Oregon strawberries will be available at farmers markets, u-pick farms, roadside stands and local supermarkets. To track the official launch date, find recipes and read news, join the [Oregon Strawberry Facebook](#) page.

“Those who have tasted an Oregon strawberry know that they are simply superior to those grown in other parts of the world,” said Mike Christensen, chairman of the Oregon Strawberry Commission. “Unlike the California Strawberry, Oregon berries hang on the vine longer, resulting in a gradual ripening process that develops the sugars more fully so they taste significantly better and have a more vibrant red color throughout.”

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Oregon strawberry growers cultivate a number of varieties; however, the most prevalent are Totem, Tillamook and Hood. Each Oregon variety exhibits unique qualities that dictate whether the berry is best to eat fresh, use frozen or process.

Unsurpassed flavor, color and nutritional benefits

In a study by Oregon State University's Food Science and Technology Department, Oregon strawberries outperformed California varieties in all measures of taste and nutritional quality. Oregon berries had the highest levels of total sugars; higher marks for overall fruit quality and aroma; and higher levels of anthocyanin, a potentially powerful antioxidant.

About the Oregon Strawberry Commission

The Oregon Strawberry Commission (OSC) is a commodity commission that represents more than 100 Oregon strawberry growers. The OSC serves Oregon's strawberry industry by identifying markets for strawberry promotion and education and by implementing and supporting programs to increase strawberry consumption.

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