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FRESH OREGON STRAWBERRIES NOW AVAILABLE

From Farmer's Markets to Local Grocery Stores, the Oregon Strawberry makes its Annual Debut

CORVALLIS, Ore. – June 10, 2009 – [Oregon strawberry](#) season is officially here! Farmer's began hand-harvesting Oregon strawberries late last week; they are only expected to be available now through early July. Fresh Oregon strawberries are obtainable at u-pick farms, roadside stands, and most farmers markets and local supermarkets. Enthusiasts can share their excitement and recipes about the much-anticipated crop by becoming an official fan on the [Oregon Strawberry Facebook](#) page.

"Being a berry expert, I have tasted my share of strawberries," says [Janie Hibler](#), author of [The Berry Bible](#). "I can tell you from experience and experimentation that no strawberry comes close to the superior taste and sweetness of the Oregon strawberry." Due to their limited availability, Hibler recommends stocking up and freezing those you cannot consume fresh.

"We are thrilled to kick-off the Oregon strawberry season," said Mike Christensen, chairman of the Oregon Strawberry Commission. "Oregonians wait all year to enjoy

Oregon strawberries fresh from the fields. Given the delicate nature of the berries, only locals get the opportunity to enjoy the berries while they are fresh.”

Unlike strawberries from other regions around the globe, Oregon strawberries 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.

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. Visit them on the web at <http://www.oregon-strawberries.org/>.

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