

OSC Bulletin 12-10-14, Strawberry Plant Sale Trends

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The latest fresh market strawberry bulletin from the OSC.

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Fresh Market Strawberry Bulletin

12-10-14

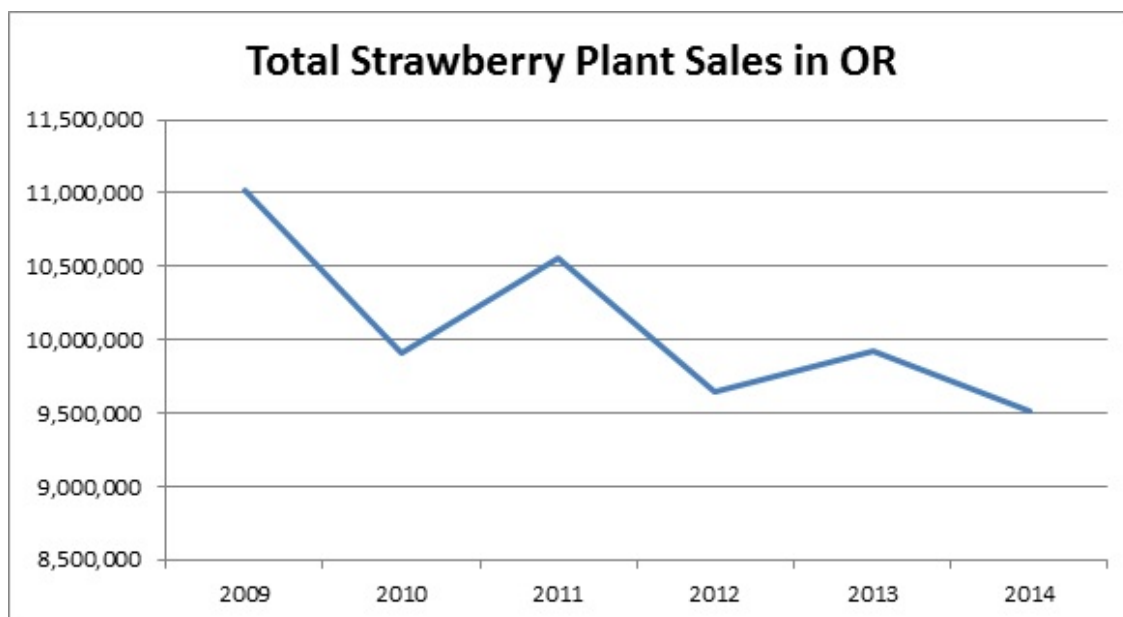
December greetings. 2015 is just around the corner. For fresh strawberry production it's time to start thinking ahead and planning for the coming growing season. Our next few bulletins will be focusing on information to help that planning process--plant sales and market trends, fresh market strawberry variety options, and planting preparation.

We'll be sending bulletins out twice a month on the **2nd and 4th Tuesdays** of the month (this one just happens to be one day late). This is a new venture so please pass these on to any and all folks you think might benefit from this information. It's the Oregon Strawberry Commission's goal in producing these bulletins and putting on the related workshops to stimulate the growth and development of Oregon fresh strawberry growers. The more folks we can get on board the better!

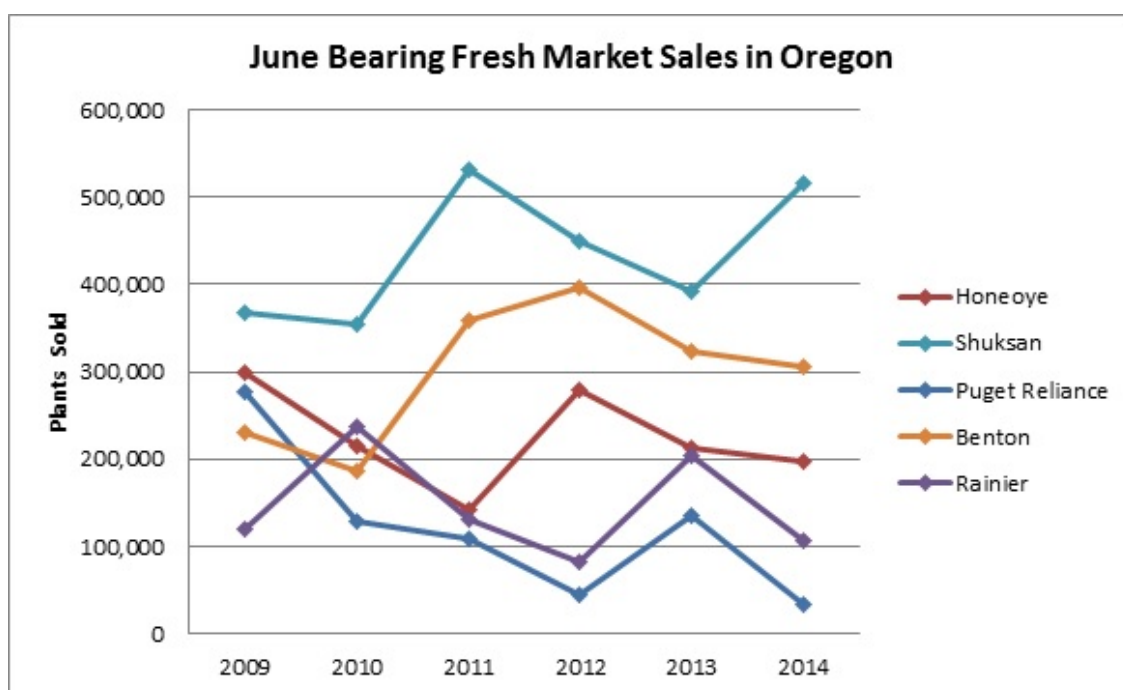
Fresh Market Plant Sale Trends

Plant breeder, [Pat Moore](#) of Washington State University, annually compiles wholesale strawberry plant sales from Lassen Canyon Nursery, Norcal Nursery, and Nourse Farms. These numbers are one of the best objective indicators we have of the varieties and amount of strawberries being planted each year in Oregon and how those have changed over time. Thanks to the participating nurseries for voluntarily

sharing these numbers.

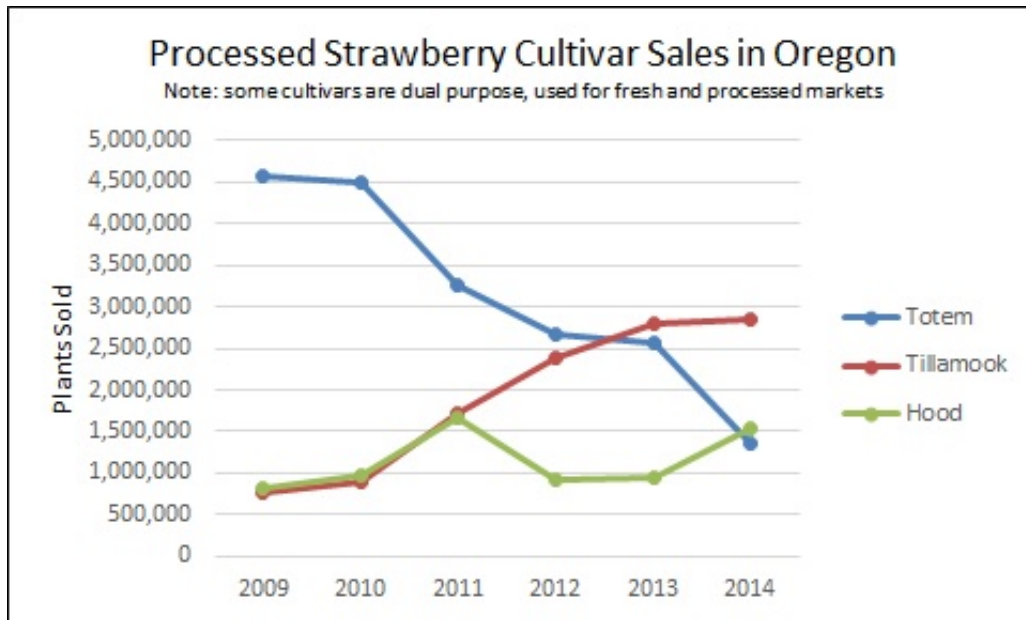


Although total plant sales have decreased over the last several years, buyers have expressed interest in purchasing more local, fresh strawberries. Increased grower production of quality product will help continue interest in growing plant and fruit sales.

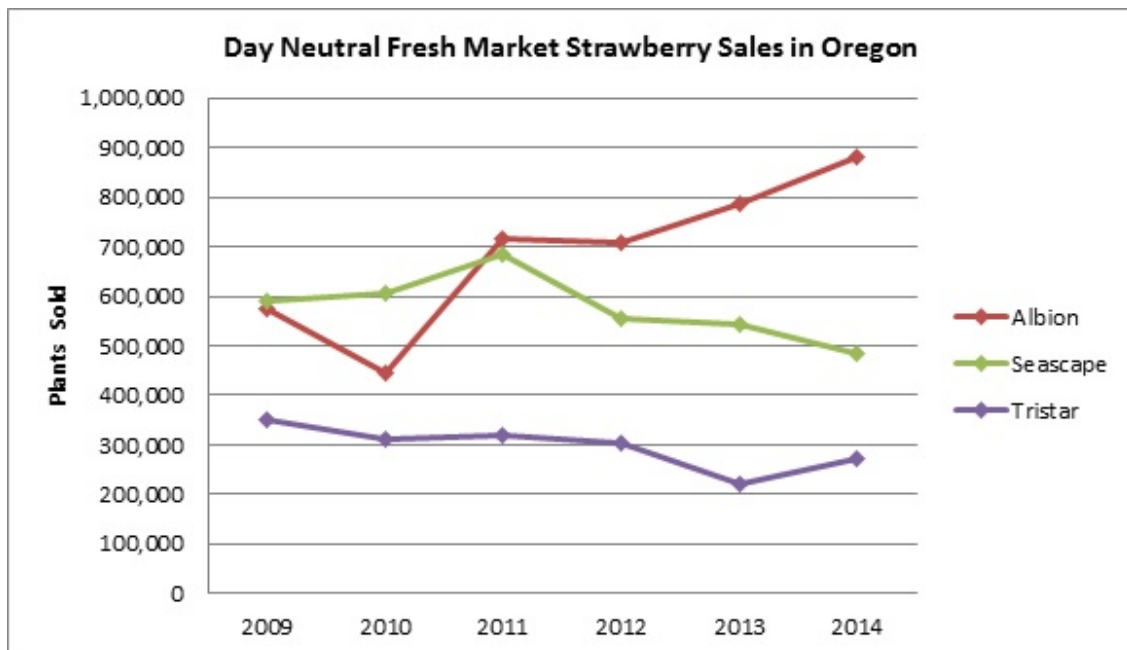


Above are the most widely sold June bearing fresh market varieties in Oregon. Plant breeders at the USDA/OSU cooperative breeding program in Corvallis, the WSU breeding program in Puyallup, and some private nurseries are all continuing work on developing new varieties adapted to Oregon's climate and

markets. These selections will further be discussed in future commission bulletins.



The three strawberry production systems in Oregon are processed and fresh June-bearing varieties in matted row planting systems, and day-neutral varieties in plasticulture planting systems. The processing market continues to be the primary use for the vast majority of Oregon strawberries. But, there are increasing plantings of fresh market day-neutral varieties with plasticulture production methods (raised beds and plastic).



Day neutral fresh market cultivars are gaining traction in Pacific Northwest markets. Albion plant sales have especially increased over the last several years.

Growers find that Albion's durability, taste, and size are desirable for retail and wholesale markets. If you're thinking about growing any day neutral varieties, plasticulture is the strongly recommended planting style to use.

Additional Resources:

1. [The full list of strawberry plant sales for the 2013-2014 season](#). Washington State University, 2014.
2. [Newly released strawberry enterprise budgets](#). *Strawberry economics: comparing the costs and returns of establishing and producing fresh and processed market June bearing strawberries in a perennial matted row system to day-neutrals in a perennial hill, plasticulture system, in the Willamette Valley*. Oregon State University, 2014.
3. [Oregon Strawberry Commission 2014 Assessments](#). Preliminary report from 11-5-14.

Upcoming Events:

- **December 19th - OSU strawberry tasting event.** Evaluations of strawberries from Chad Finn's USDA/ARS breeding trials. Taste and score IQF selections and cultivars. 10 am-12 pm in the OSU Food Science Department, Wiegand Hall, at the corner of 30th and Campus Way in Corvallis, OR. For more information contact Brian Yorgey, brian.yorgey@oregonstate.edu, 541-737-6496.
- **January 13, 14 & 15 - [North Willamette Horticulture Society 2015 Conference](#).** A three day event with sections on organic production, vegetable production, and berry production. At the Clackamas County Event Center in Canby, OR.
- **January 21 - Oregon Strawberry Commission meeting.** At Jake's Deli, 1208 SW Baker St in McMinnville, OR, 12-2pm. Open to all strawberry growers. For more information, contact Philip Gutt, pnwa@comcast.net, 541-758-4043.

In the Upcoming OSC Bulletins...

Information on June bearing and day neutral cultivars and propogators.



'Sweet Sunrise' a promising new cultivar for the fresh market from the



USDA/ARS breeding program in Corvallis. Photo from Sakuma Brothers.

For more information on fresh market production and resources, check out the [OSC website](#).

This bulletin edited and sent by [Peerbolt Crop Management](#). For questions or inquires about signing up, contact the office: 503-289-7287 or pcm@peerbolt.com



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