
The latest fresh market strawberry bulletin from the OSC.

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Fresh Market Strawberry Bulletin

1-13-14

It's time to order your strawberry plants! Each year there are ongoing discussions among Oregon Strawberry Commission folks, active growers, plant propagators, buyers, and plant breeders as to what strawberry selections and cultivars should be available in spring and in what quantities. This means that if you are a grower, there are always new selections and/or cultivars to test out via grower trials (available in smaller quantities) as well as the many standard cultivars that have been around for longer. Some things to consider when choosing what to plant: plant availability, ripening season, climate, and buyer-market requirements.

The next two bulletins will focus on what fresh market strawberry selections/cultivars are out there and the plant propagators that sell them. This bulletin focuses on June bearing selections/cultivars and the following bulletin will focus on day-neutrals.

New: [Archived bulletins](#) are now available on the OSC website.

Order Now, Plant in Spring

Fresh market June bearing cultivars are typically planted in spring after frost threats are over and the ground is workable. While June bearing strawberries produce a small amount of fruit their first year in the ground and even in the late summer/fall, the following spring and the year after will be most productive. The standard way to plant June bearers in Oregon has been using a matted row production system.

Although you plant in spring, you need to make plant orders as early as possible (like now) to ensure the best chances of availability of plants and/or to have the

greatest flexibility if you do need to make changes.

'**Sweet Sunrise**' is a recently named June bearing cultivar from the USDA/ARS breeding program in Corvallis. Not much field experience with it yet but it looks great in tests.

Description: Early, large, high yields, firm, eats well fresh, very attractive, good internal & external color.



Propagators/Nurseries

The companies listed below are presently supplying strawberry plants for the northwest commercial berry industry. Plants typically must be ordered in quantities of 100 or 1500 and are packaged as 'bare root,' as opposed to tissue culture plugs.

1. NorCal Nursery

Greg McKay, Sales Representative, 17400 Cook Rd, Burlington, WA 98233. Office: 360-757-6611, ext 103. Cell: 360-661-4313. gregm@sakumabros.com

<http://norcalnursery.com/>

2. Lassen Canyon Nursery

Charlie Whiting, Pacific Northwest Sales Representative, 1300 Salmon Creek Rd, Redding, CA, 96003. Cell: 530-440-9025. charlie@lassencanyonnursery.com

<http://lassencanyonnursery.com/>










3. US Berry Plants

Option for smaller quantities: If you need smaller quantities of plants (meaning around an acre or less), **US Berry Plants** ships in quantities as small as 10. US Berry Plants recently assumed this role from Sakuma Brothers. Carol Rowe, Sales Representative, 360-969-9145. carolr@usberrypants.com

Website: <http://shop.sakumabros.com/>

For the June bearing 2015 pricing sheet, [click here](#).

For a more complete list of companies that sell strawberry plants from across the nation, [click here](#).

Strawberry Plant Propagators/Nurseries		Sponsored by Nurseries Group Management www.nurseriesgroup.com and@nurseriesgroup.com 509-281-7187	
Company	Website	Location	Phone Number
 1. Lassen Canyon Nursery	www.lassen-canyon-nursery.com	Freelburg, CA	530-728-3375
 2. NorCal Nursery, Inc.	www.norcalnursery.com	Red Bluff, CA	530-527-6200
 3. Sikuma Grow / NorCal Nursery	www.sikumagrow.com	Everett, WA	360-757-6611
 4. Nourse Farms	www.noursefarms.com	Whately, MA	413-685-3058
 5. Peachful Valley	www.peachfulvalley.com	Healdsburg, CA	707-844-1272
 6. Daisy Farms	www.daisyfarms.com	Derogee, MD	301-983-8021
 7. Indiana Berry & Plant Co.	www.indianaberry.com	Ellettsville, IN	317-731-7734
 8. Kobler Plant Farms, Inc.	www.koblerplantfarms.com	Hartford, CT	860-424-5425
 9. Weeks Berry Nursery	www.weeksberrynursery.com	Huber, OH	503-393-8112

'Sweet Bliss' another recently named June bearing cultivar from the USDA/ARS program in Corvallis.

Description: Mid season, vigorous, medium fruit, bright red internal and external color, glossy, conical shape, tough skin, excellent flavor. *We need growers to try it out and give us some feedback!*



Fresh Market June Bearing Availability from NorCal Nursery

Sweet Sunrise - Quantity = 100,000 left. A recently named cultivar. Dual purpose fresh/process. Early, very large, high yields, firm, eats well fresh, very attractive, good internal and external color.

Sweet Bliss - Quantity = inquire. A recently named cultivar. Dual purpose fresh/process. Mid season, vigorous, medium fruit, bright red internal and external color, glossy, symmetrical conical shape, tough skin, excellent flavor.

Honeoye - Quantity = plenty available. Very early, poor durability, medium fruit, bright red internal and external color, firm, good flavor.

Hood - Quantity = plenty available. Early, medium fruit, bright red internal and external color, medium firmness, excellent flavor.

Puget Reliance - Quantity = plenty available. Early to mid season, good durability, large consistent size, uniform shape, bright red internal and external color, tender skin.

Shuksan - Quantity = plenty available. Mid season, vigorous, medium size, bright red internal and external color, tough skin, variable shape, good flavor.

Puget Crimson - Quantity = plenty available. Very late, first berries large but size drops quickly, red external and internal color, uniform shape, excellent flavor.

(More cultivars available. Contact the sales rep. or look [online](#).)

Fresh Market June Bearing Availability from Lassen Canyon Nursery

2427-1 - Quantity = 200 left. Available for grower trial. Dual purpose fresh/process. Good taste, size, and yield. Main concern is with variable fruit shape.

Sweet Sunrise - Quantity = 150,000 left. A recently named cultivar. Dual purpose fresh/process. Early, very large, high yields, firm, eats well fresh, very attractive, good internal and external color.

Sweet Bliss - Quantity = inquire. A recently named cultivar. Dual purpose fresh/process. Mid season, vigorous, medium fruit, bright red internal and external color, glossy, symmetrical conical shape, tough skin, excellent flavor.

Hood - Quantity = 150,000 left. Early, medium fruit, bright red internal and external color, medium firmness, excellent flavor.

Puget Crimson - Quantity = 150,000 left. Very late, first berries large but size drops quickly, red external and internal color, uniform shape, excellent flavor.

(More cultivars available. Contact the sales rep. or look [online](#).)

For more information, check out ["Strawberry Cultivars for Western Oregon and Washington"](#) produced by Oregon State University.

A useful guide to understanding June bearing and day neutral cultivar characteristics.



Upcoming Events:

- **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.
- **February 3-6 - North American Strawberry Growers Association 2015 Strawberry Symposium.** In Ventura, CA. For form information and registration, go to the [NASGA homepage](#).

In the Upcoming OSC Bulletins...

Information on day neutral cultivars.



'Sweet Ann' a new day neutral cultivar for the fresh market from Lassen Canyon Nursery. More on 'Sweet Ann' and other day neutral cultivars in the next bulletin.

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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