

The latest fresh market strawberry bulletin from the OSC. [Forward this email to a friend](#)

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Fresh Market Strawberry Bulletin

November 19, 2015

Plants and people settle in. Typical November weather upon us now. Though some berries are still ripening under hoops (if the hoops made it through the storm), it is safe to say we are about through harvesting day neutrals for the 2015 season. Wishing you all a Happy Thanksgiving.

Archived Bulletins:

- [OSC Assessment Details](#)
- [Charcoal Rot](#)
- [Recently funded strawberry project description](#)
- [August 18th, 2015 Fresh Market Workshop report and video](#)

For all other bulletins, [click here](#).

Assessment Dollars Working for Fresh Market Production

The last bulletin included an overview of OSC assessment requirements. This bulletin gives a sampling of the more recent benefits to the fresh market industry. OSC periodically invites all industry members to participate in a strategic planning meeting to better direct how assessment dollars should be used. It is important to note the processed industry also benefits from these projects as processors receive remaining fruit unworthy of the fresh market and by general promotion of Oregon raised berries.

- Consumer taste test and survey June 2015 at a Portland Farmers Market. OSC contracted with Food First Marketing to have both day neutral and June bearing varieties tasted while surveying and educating those participants on the expanded strawberry production in Oregon. KGW morning show and multiple online articles came of the event.
- OSC is one of the sponsors of the annual Oregon Berry Festival which attracts around 8,000 people to promote all things berry. Multiple TV, radio, magazine and online media followed the event, which included vendors, cooking and health promotion.
- OSC has received three consecutive ODA Block grants geared towards bolstering the local fresh market. Multiple workshops were held to discuss all facets of production (planting, harvesting, cooling, marketing, variety trials) while including relevant individuals to gain perspective on the needs throughout the industry (buyers, growers, suppliers, consultants, researchers, and consumers).
- The ongoing strawberry breeding program support at USDA/ARS and WSU continues to create selections to support the current needs growers face. This includes tastings to introduce promising selections to the industry.
- Multiple research projects, including nutrient, plasticulture and hoop house research are funded to cater to the Pacific Northwest.

For any other information regarding OSC projects please visit the [OSC website](#) or attend any of the upcoming OSC meetings, particularly the annual meeting in February which reports on the current OSC funded projects.



Blind tasting at recent OSC workshop Plasticulture workshop and demonstration. Photo taken by Claire Lande August 2015.

In the News:

1. [Frakenfood vs. Real Food](#). Real Food Traveler. 6/23/2015
2. [Specialty Crop Grants will Aid Diverse Oregon Producers](#). Capital Press. 10/20/2015
3. [Strawberry Sustainability Initiative e-book](#). University of Arkansas. 11/2015



OSC tasting and education booth at Portland Farmers Market. Photo modified from Food First Marketing Review of Farmer's Market Tasting in June 2015.

Upcoming events:

- **December 1 - Northwest Center for Small Fruits Research Conference.** At the Monarch Hotel, Portland. Details TBA. Contact: berries@oregon-berries.com
- **Upcoming Extension Webinar: December 16 at 1 pm** - "Nitrogen management in organic strawberries: challenges and approaches". [Go here](#) to register and for more information.
- **January 11, 2016** – Oregon Strawberry Commission. Committee meetings start at 10:30am, Regular meeting noon, McMenamins Restaurant - 310 NE Evans St, McMinnville. Contact: berries@oregon-berries.com
- **February 18** - OSC Annual Grower Meeting. At the North Willamette Research and Extension Center, Canby, OR. Further details TBD. Email Philip Gutt for more information, pnwa@comcast.net

In the next OSC Bulletin:

We will break down the latest plant sales numbers that were recently released.

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

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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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