



Fresh Market Strawberry Bulletin

December 3, 2015

Planning season. Off season planning is in full swing. That long list includes plant orders for 2016 planting along with other planting supplies. The off season comes and goes quick so prepare now.

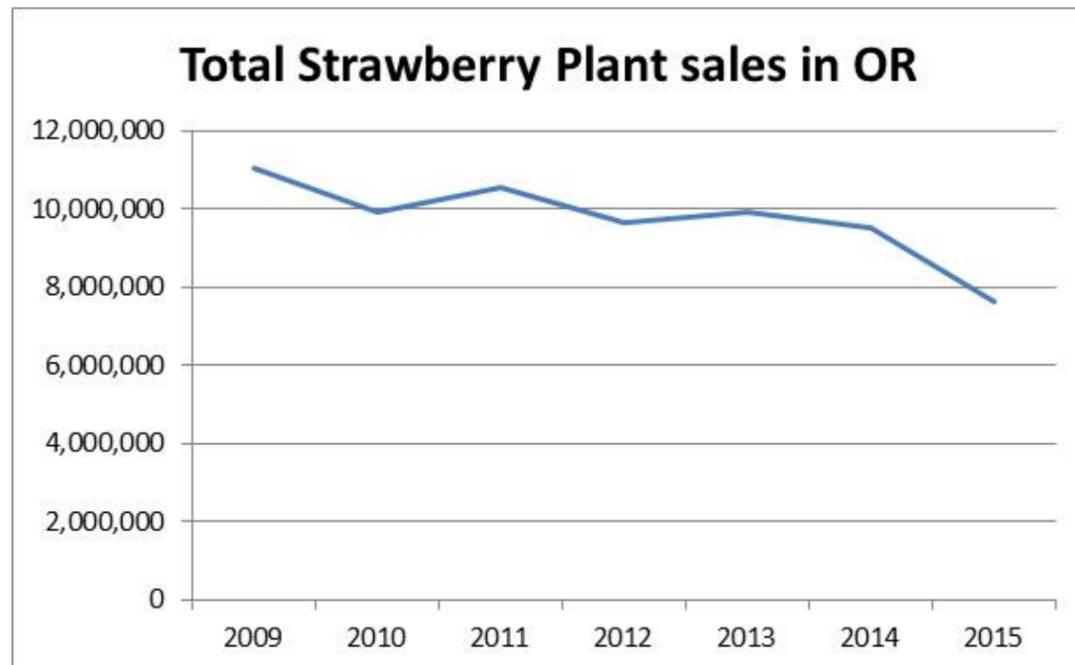
Archived Bulletins:

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

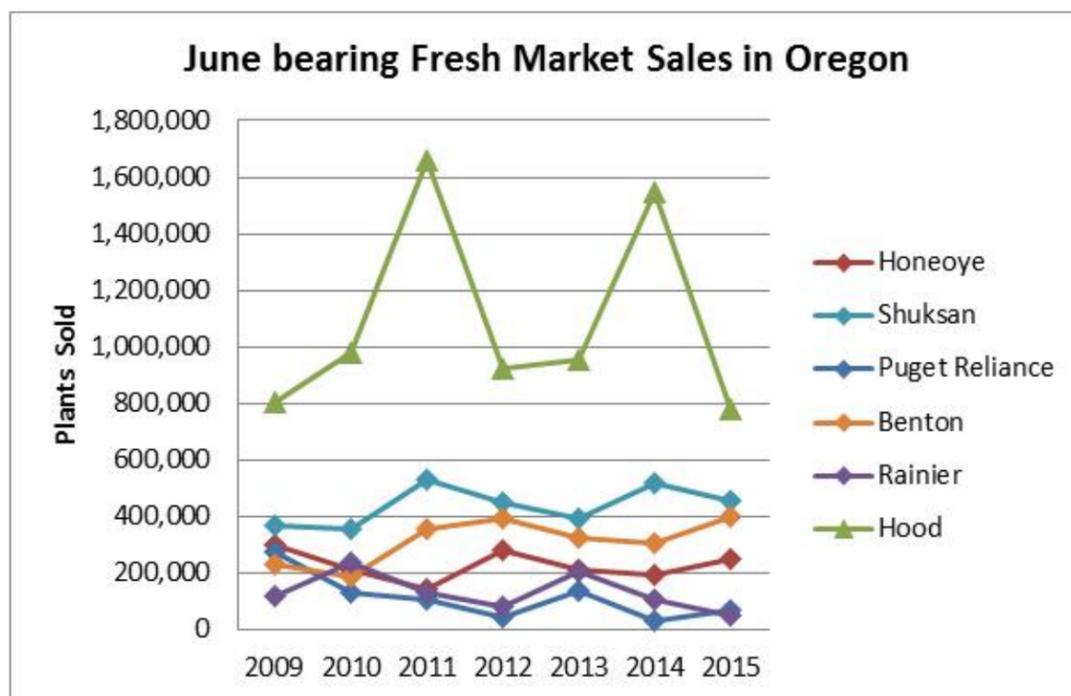
For all other bulletins, [click here](#).

Fresh Market Plant Sales Trends

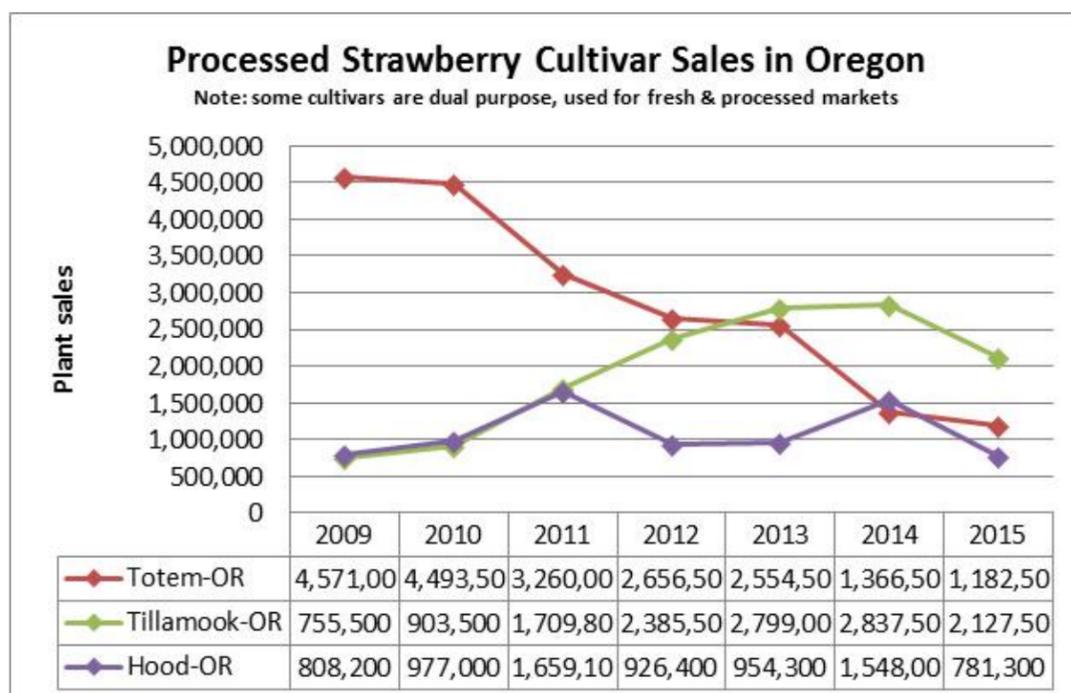
Plant breeder, Pat Moore of Washington State University, annually compiles wholesale strawberry plant sales from Lassen Canyon Nursery, Norcal Nursery, North American Plants, Northwest Plant Company, Spooner Farms and Nourse Farms. These numbers are one of the best objective indicators we have of the varieties and amount of strawberries being planted each year in Oregon and the Pacific Northwest and how those have changed over time. Thanks to the participating nurseries for voluntarily sharing these numbers.



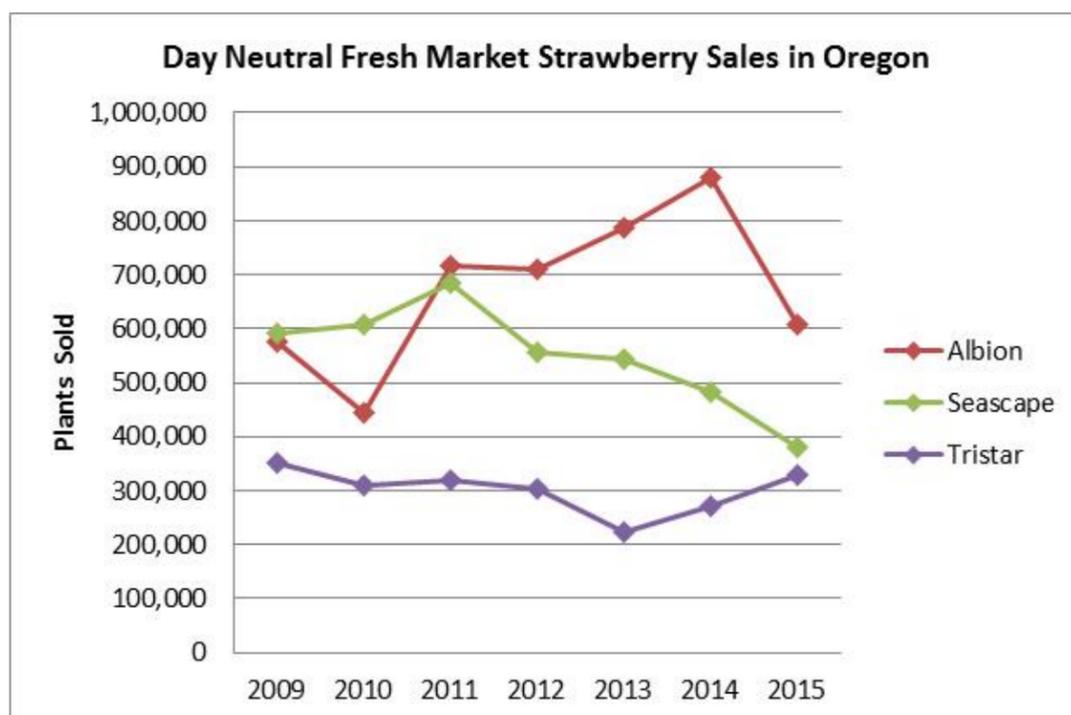
Although total plant sales have decreased over the last several years, buyers have expressed interest in purchasing more local, fresh strawberries. Increased grower production of quality product will help continue interest in growing plant and fruit sales. Interesting enough Albion had the highest number of plants sold this year, followed by Tillamook and then Totem.



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. Hood continues to lead the pack though follows the general decline in plant sales like all other varieties in Oregon over the last year.



The three main strawberry production systems in Oregon are processed and fresh Junebearing varieties in matted row production systems, and day neutral varieties in plasticulture production 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. Again, this follows the general decline in most all variety plant sales over the last year.



Day neutral fresh market cultivars are gaining traction in Pacific Northwest markets to extend the growing season. If you're thinking about growing any day neutral varieties for fresh market, plasticulture is the strongly recommended planting style to use.

For more information:

- [2014-2015 Plant Sales](#)

Request for more Fresh Strawberry Product:

This section is for any inquiries we receive from companies looking for a supply of fresh market berries. A way of connecting growers to the market. Any companies wishing to inquire can contact the commission at the information located at the bottom of the bulletin.

- Darin Eversaul, Regional Produce Specialist with Kroger East, seeks potential growers to supply fresh Oregon strawberries. Contact Darin at darin.eversaul@kroger.com or (509) 884-6268.



Pat Moore, WSU Plant Breeder, discussing strawberry trials during the WSU Strawberry Field Day June 2015. Photo taken by Lora Liegel.

Upcoming Events:

- **Upcoming Extension Webinar: December 16 at 1 pm** - "Nitrogen management in organic strawberries: challenges and approaches". [Go here](#) to register and for more information.
- **December 18** - OSU strawberry tasting event. Evaluations of strawberries from Chad Finn's USDA/ARS breeding trials. Taste and score IQF selections and cultivars. 10 am in the OSU Food Science Department, 100 Wiegand Hall, at the corner of 30th and Campus Way in Corvallis, OR 97331. For more information contact Brian Yorgey, brian.yorgey@oregonstate.edu, 541-747-6496.
- **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
- **January 14** - Berry Day at 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. For more information or to register [click here](#).
- **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... An update on the fresh strawberry demand.

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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