



Fresh Market Strawberry Bulletin

January 7, 2016

And so begins 2016. As the snow melts off the strawberry fields we are reminded that winter is quickly running its course. New plants and supply orders should be in full swing. After all, Old Man Winter doesn't stick around for long.

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Day Neutral Selection Details.

The Oregon Strawberry Commission has ordered a number of fresh cultivars/selections for the 2016 spring planting which will be used for grower trials and taste testing. The funds for this project were granted by the recently approved Oregon Department of Agriculture Block Grant. The following Day Neutral cultivars will be part of this grant project (June bearing selections for the same project will be highlighted in the next bulletin):

Albion:

Fruit is typically conical and very symmetrical. Firm fruit and darker internal color than other day neutral cultivars. Resistance to Verticillium wilt and Phytophthora crown rot, and relatively resistant to Anthracnose crown rot. One downside is that it can produce many runners that must be cut to maintain high fruit production. Photo taken by Jason Myer, PCM.



Aromas:

Fruit is large, dark red, and firm. Resistance to Powdery Mildew and Anthracnose crown rot, but susceptible to common leaf spot and Verticillium wilt. Tends to produce larger quantities of fall fruit than other cultivars. Photo from Sakuma Bros/Norcal website.



Seascape:

A dependable standard in the strawberry industry. The second most widely grown day neutral in Oregon

behind Albion. Bred for tolerance to many common diseases in California, but has demonstrated susceptibility to common leaf spot. Fruit is large, glossy and flavorful.

Photo from Lassen Canyon website.



Sweet Ann:

Vigorous plant with high productivity and good flavor. Fruit is large with medium firmness. Produces few runner and is said to withstand heat and disease better than many other cultivars.

Photo from Lassen Canyon website.



Thanks to Lassen Canyon Nursery and Chad Finn for helping coordinate the selections for this project. Have more questions? I've included contact information for these folks below:

- Charlie Whiting, Pacific Northwest Sales Representative. Lassen Canyon Nursery. Contact Charlie at charlie@lassencanyon.com
- Dr. Chad Finn, Research Geneticist. USDA-ARS, HCRU. Contact Chad at Chad.Finn@ARS.USDA.GOV

Strawberry News:

- [Update on the UC Varieties](#). Strawberries and Caneberries Blog. Doug Shaw and Mark Bolda. 12/14/15.
- [Strawberry IPM Study](#). Strawberry and Vegetables eNewsletter. Surendra K. Dara. 11/30/15.

Upcoming events:

- **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:

Details on the June bearing selections chosen for 2016 grower trials.

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