



Fresh Market Strawberry Bulletin

January 21, 2016

Winter full of meetings. January and February are months full of berry meetings. Take advantage of the information and updates that these meetings provide. It is a way for you to network with others in the industry and have a clear outlook on the upcoming season.

Archived Bulletins:

- [Day Neutral Trial List](#)
- [Market Update](#)
- [OSC Plant Sales Trends](#)
- [OSC Assessment Dollars at Work](#)
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June Bearer Selection Details.

Carrying on from the last newsletter, 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 June bearing selections will be part of this grant project (Day Neutral cultivars for the same project were highlighted in the [last bulletin](#)):

Sweet Sunrise:

Large, high yielding cultivar with dual purpose potential. Fruits one week earlier than Totem and holds up very well to weevil infestation. Very good, sweet flavor. Photo taken by Chad Finn, USDA-ARS.



ORUS 2427-4:

Fruit is very large, with good yields and excellent vigor. Main concern is the fruit shape. This dual purpose berry is soon to be named/released. Photo from Chad Finn, USDA-ARS.



ORUS 2486-1:

This dual purpose berry has outstanding fruit quality, especially flavor. Yields are comparable to Totem. The only concern for this large sized fruit is the yield differences depending on the region grown.

Photo from Chad Finn, USDA-ARS.



ORUS 2678-1:

Fresh market selection produces later than Puget Crimson in Oregon trials. It has high yields and large fruit size.

Photo from Chad Finn, USDA-ARS.



ORUS 3385-1:

Fresh market selection has excellent quality. It is a productive selection with large, Albion size, fruit.

Photo from Chad Finn, USDA-ARS.



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

Upcoming events:

- **February 18** - OSC Annual Grower Meeting. NWREC. 15210 NE Miley Road, Aurora, OR 97002. Beginning at 9am. Email Philip Gutt for more information and to reserve your spot for lunch, berries@oregon-berries.com
- **February 24, 2016** — Oregon Strawberry Commission Meeting. Committee meetings start at 10:00am, Regular meeting noon, McMenamins Restaurant - 310 NE Evans St, McMinnville. Contact: berries@oregon-berries.com

In the next OSC Bulletin:

Nursery plant availability update.

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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