



# FRESH MARKET STRAWBERRY BULLETIN

*Produced by the Northwest Berry  
Foundation*

## New Videos

### Fresh market strawberry variety evaluations



The Oregon Strawberry Commission & the Northwest Berry Foundation have finished work on the Summer 2017 project to evaluate and taste test promising day neutral and June bearing fresh market varieties. Now you can watch video recaps of the in-field information we collected on Hood, Puget Crimson, Marys Peak, Charm, Albion, Aromas, Seascape & Sweet Ann.

We want this information to give growers more opportunities to choose varieties that fit their farm and market needs, and we hope it will encourage buyers to market the varieties that consumers preferred at the taste tests.



## June Bearing Selections

Click the video on the left for a summary of our in-field evaluations on Hood, Puget Crimson, Marys Peak & Charm.

Go [here](#) to see how these selections ranked in a consumer taste.

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## Day Neutral Selections

Click the video to the right to see a summary of our in-field evaluations on Albion, Aromas, Seascape & Sweet Ann.

Go [here](#) to see how these selections ranked in a consumer taste test.



## Upcoming Project

### Fresh market strawberry variety evaluations

The Northwest Berry Foundation has received funding to support four years of processed and fresh market grower trial evaluations in the Northwest.

Marys Peak and Puget Crimson will be the first larger plot size processed trial planted this spring, and they will be evaluated through to processor grading.

The smaller plot fresh market trial varieties evaluated this season will be WSU 12.216-3 day neutral, along with the following June bearing varieties: Ruby June, Emilia, Camila, and Sangria.

Future selections are being determined with the coordination of all NW berry breeders as well as the nurseries supplying NW plants. Follow this newsletter for progress updates evaluation results.