

Choosing the right **STRAWBERRY VARIETY**

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The strawberry is a fruit that stands out for its flavour, aroma, colour and, most notably, its organoleptic properties. It is one of the crops with the greatest varietal diversity, as well as its significant ability to adapt to many climate zones. This makes it possible for the strawberry crop to occupy a large market share.

To achieve a successful, well-developed crop, a number of factors that are pivotal to choosing the variety must be considered.

1. Geographical region

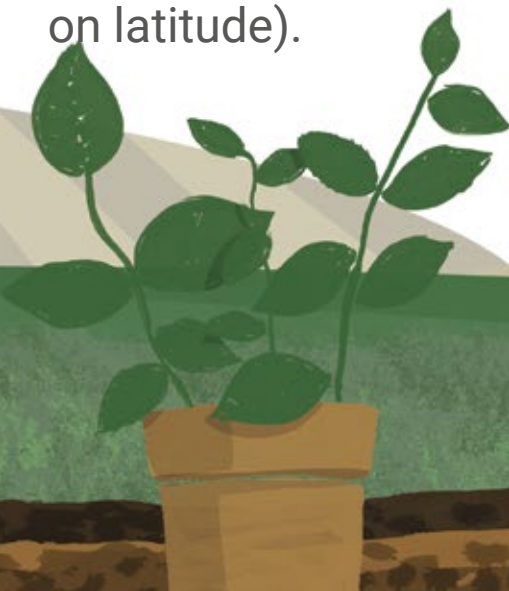
A cultivation area's latitude and altitude will determine its temperature regime and photoperiod, this therefore being one factor to take into account when choosing the variety.



2. Photoperiod (1/2)

The **number of daylight hours**, along with **temperature**, is probably the key factor when choosing the proper variety. This number of hours will be determined by the cultivation area's latitude.

- **Infra short-day varieties**: varieties that flower very early since they require no chill hours and **are sensitive to very short photoperiod**.
- **Short-day varieties**: varieties that are sensitive to **short photoperiod** when they are about to flower and they are generally more productive than infra-short day. Plants can produce as long as the day are short enough and temperature are ideal. Ideal for **late winter and spring** production (depends on latitude).



2. Photoperiod (2/2)

- **Day-neutral (remontant) varieties** - In this variety group, floral induction is **indifferent to the photoperiod** and plant can produce as long as they are at the ideal temperature. These varieties are suitable for **late autumn and early winter** production for Mediterranean countries and ideal for spring, summer and autumn production in northern countries.
- **Long day varieties (ever berries)**: they are sensitive to **long photoperiod**. They can produce as long as the day are long enough and temperature are ideal. These varieties are suitable for **spring and autumn** production for Mediterranean countries and ideal for summer and autumn production in northern countries.

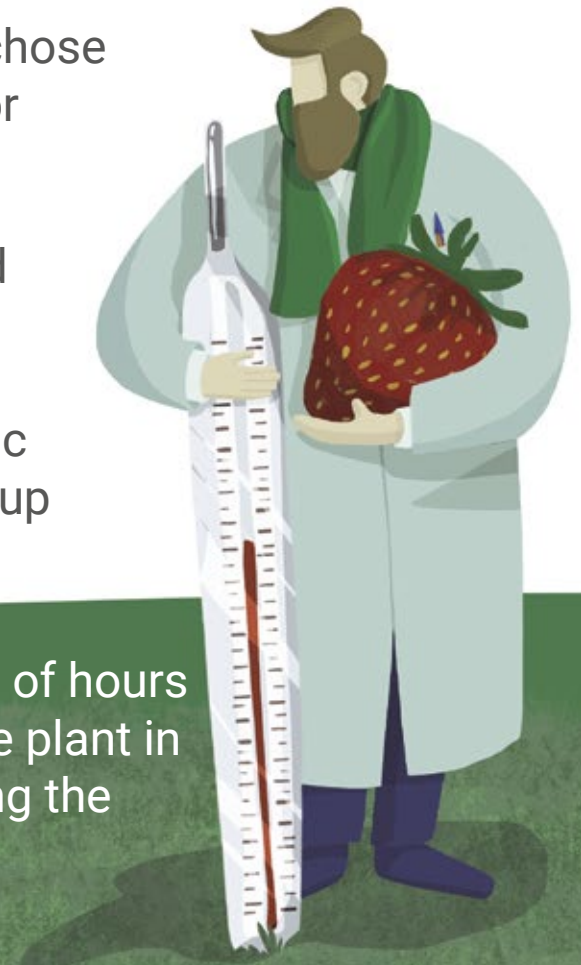


3. Average temperatures – Chill hours

Although strawberries adapt well, it is important to know the temperature of the cultivation area.

- **Mediterranean countries:** need to choose varieties with no chill requirement or less than 300 chilling hours.
- **Oceanic and continental area:** need to choose varieties with chilling requirement adapted to the local average chilling hours or the specific facilities. Above 500 chilling hours, up to 1500 chilling hours in general.

The chilling hours represent the sum of hours between 0°C and 7°C received by the plant in winter. Below 0°C we are not counting the hours.



4. Production period (1/2)

In Continental and Oceanic zone there is a **wide range of cultivation systems and plants formats** which allow to have spring, summer and/or autumn crops.

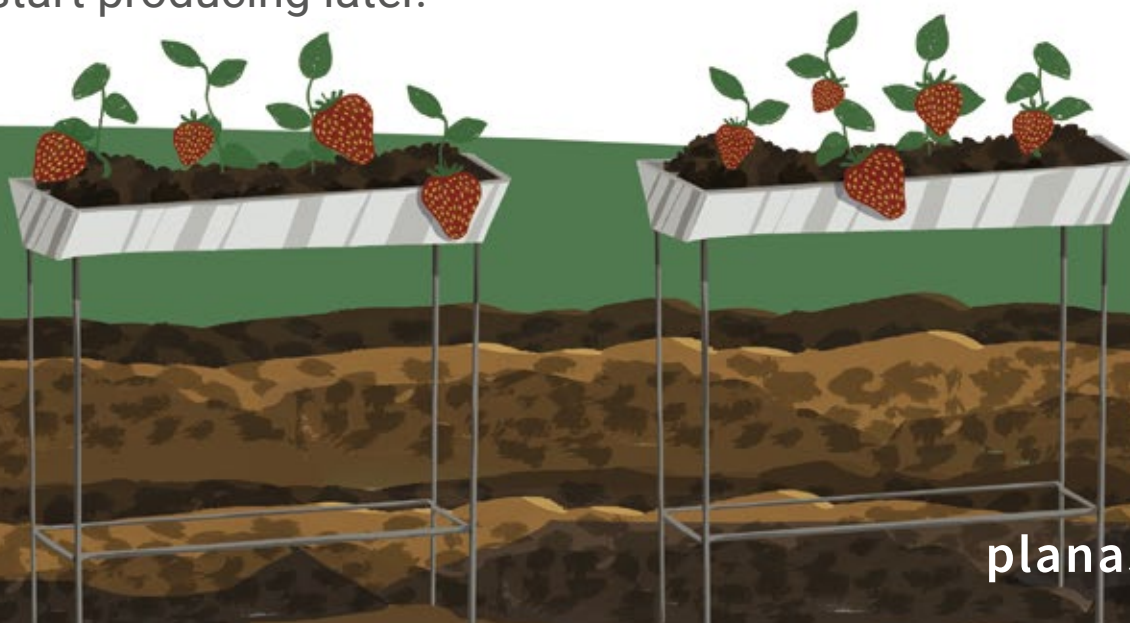
A short day variety is preferred for early spring production and double crop production, while mainly everbearing (Long-day or Day-neutral) for summer and fall production.



4. Production period (2/2)

You will have to use one type of variety or another based on the productive or business window that you set as an objective.

- If the crop is in the **Mediterranean climate zone**, the **infra short-day** or **day-neutral varieties** adapted to the autumn crop will be used to obtain fruit in the **first months of the campaign** (November - January).
- If, on the other hand, you wish to set the productive window so that **seasonal fruit** is obtained (February - June), we recommend using **seasonal short-day varieties**, which start producing later.



5. Formats (1/3)

Plant type	Characteristics	Advantage	Order date*	Delivery date
MICRO PLUGS	<ul style="list-style-type: none"> • Comes from a stolon (tips) • 55cc trays / 208 plant per box 	<ul style="list-style-type: none"> • Early fresh plant plantation for Ever berries • Improve planting velocity • Perfect to avoid tips rooting difficulties for Tray Plant 	<ul style="list-style-type: none"> • Early spring micro-plugs: November/December for a delivery in March for Everberries. • Summer micro-plugs: 2 months before delivery 	<ul style="list-style-type: none"> • Early M-P: March to may • “Classic” M-P: July to September
Misted tips / Fresh pots	<ul style="list-style-type: none"> • Comes from a stolon (tips) • 75cc trays / 77 per box 	<ul style="list-style-type: none"> • Easy and quick to plant • Fruit homogeneity and lower production peaks for low chill var. • Fast root development and less tips to erase • Plant in Vegetative situation • Can be planted later than Bare roots • No flowers on the planting year for short day varieties 	2 months before deliveries (May to August)	<ul style="list-style-type: none"> • Low chill varieties: September to October. • Mid to High chill varieties: July to August
Tips / Stolon	Fresh cutted tips	<ul style="list-style-type: none"> • Young vegetative plant. • Cheap plant. 	1 month before delivery minimum	From June to August

5. Formats (2/3)

Plant type	Characteristics	Advantage	Order date*	Delivery date
Altitude Tray plant	<ul style="list-style-type: none"> • Comes from a stolon • 230cc tray / 60 per box) • Cultivated at 1.000m altitude • Provided with the chilling hours required. 	<ul style="list-style-type: none"> • Plants for early plantation on substrate (early November) • Very early production 	April to May	November (unfrozen)
Tray plant (TP)	<ul style="list-style-type: none"> • Comes from a stolon • 230cc trays / 60 per box • Provided with the chilling hours required. 	<ul style="list-style-type: none"> • Easy to plant • Programmed plantation on substrate. • High yield potential • Homogenic production 	From April to May	December
Frigo Tray plant (Frozen TP)				From January to September
Mini Tray plant (MTP)	<ul style="list-style-type: none"> • Comes from a stolon • 130cc tray / 90 per box • Provided with the chilling hours required. 	<ul style="list-style-type: none"> • For programmed plantation. • Ideal for Everberries for an homogenic production on full campaign. 	April to May	December
Frigo MTP (Frozen)				From January to September

5. Formats (3/3)

Plant type	Characteristics	Advantage	Order date*	Delivery date
Frozen Misted tips	<ul style="list-style-type: none"> • Comes from a stolon • 75cc tray / 190 per box 	<ul style="list-style-type: none"> • Ideal for Ever berry varieties. • Easy to plant. • For programmed plantation. 	April to May	From January to August
Frigo bare roots:	<ul style="list-style-type: none"> • Hibernated frozen plants • 150 plts to 600 plts per box, depends calibers. 	<ul style="list-style-type: none"> • Adapted for soils plantation • Allow to plant earlier than misted tips for short day varieties. • Possibility to have a small harvest on planting year. 	<ul style="list-style-type: none"> • Mediterranean varieties (low chill): before October. • Oceanic and continental varieties (Mid/High chill): from October to July. 	From January to September
A+ (>15mm)				
A (12-15mm)				
9/11 (9-11mm)				
ST (9-15mm)				
ST+ (>9mm)				
Fresh bare roots	Bare roots in vegetative cycle.	Adapted to soil plantation	Low chill varieties: from May to August	October to November

* These dates are not deadlines by any means; instead, they are recommended for making estimates and ensuring plant quality and quantity.

** During plant delivery periods, orders can also be placed, depending on the quantity.

6. Commercial needs - What markets do you target?

As a producer of berries, it is always important to know **the market you are targeting** (direct local sells, national market, export).

Analysing your customers needs and expectation and so the characteristics they most value (shelf life, taste, shape...) and **time required to deliver** the fruit to final customers.

All these information will help you to choose the **right variety adapted to your targeted market**. It will give you the opportunity to offer the best experience to your customers.



These are the main factors that you should take into account when choosing a strawberry variety and that will help your plants be as successful as possible. We know that there are many factors that determine whether a variety may or may work in a specific area. For that reason, if you need more information about any variety, the formats, the dates when you should place your order, or anything else, please don't hesitate to contact us by email at **planasa@planasa.com**

