



Agriculture & Horticulture  
DEVELOPMENT BOARD



# New Project

---

## SF 134

The performance of new June-bearing strawberry varieties and advanced selections in raised soil beds

**Project Number:** SF 134

**Project Title:** The performance of new June-bearing strawberry varieties and advanced selections in raised soil beds

**Project Leader:** Sarah Troop

**Contractor:** Meiosis Limited

**Industry Representative:** Stephen McGuffie  
New Farm Produce Ltd

**Start Date:** 01 April 2012

**End Date:** 30 September 2014

**Project Cost (total project cost):** £31,270 (£32,270)

**Project Summary:**

The project is designed to bring together for comparison purposes the most interesting new June-bearer strawberry varieties and advanced selections from UK and overseas breeding programmes in order to assess their performance when grown under the same conditions on a commercial site in a central location in the UK.

The growing system for this comparison will be protected sterilised raised bed soil production representative of the standard industry best practice. The entries will ideally be of one plant type, namely tray plants, of a consistent size and quality, included in the trial will be the industry standard, Elsanta, for comparison purposes.

The replicated trial will be planted in early spring 2013 and cropped over a two-year period with fruit yield, fruit quality, shelf life, seasonality, plant habit and disease/pest susceptibility recorded to determine whether any of the entries may offer UK growers an advantage over the varieties currently grown. Retailers will also be invited to sample the fruit and give their opinion of the market suitability of each variety included in the project.

## **Aims & Objectives:**

(i) Project aim(s): To identify new strawberry varieties and near-market selections that have clear potential for profitable commercial production in the UK in the most widely used production system, raised bed soil production.

(ii) Project objective(s): The initial four specific objectives are to compare and evaluate new varieties and advanced selections against the industry standard for the following characteristics:

1. Fruit yield
2. Fruit quality
3. Shelf life
4. Pest and disease susceptibility

The fifth objective is to communicate the findings to the industry in the most effective ways.

## **Benefits to industry**

The industry will benefit from the project by learning whether there are new varieties and/or advanced selections that can be shown, under UK conditions, to produce improved profitability through producing higher Class 1 yields, better fruit size and quality, enhanced shelf life, season extension and/or better disease/pest tolerances than the existing varieties currently grown in the UK.

A variety or selection that shows promise will be highlighted to the industry, which should encourage uptake by propagators and retailers so providing a wider choice of varieties to growers. It will also serve to increase the opportunity a grower has to select a variety that best suits their growing conditions and market outlets. Those varieties that do not show promise can then be eliminated so that focus is directed to the most promising varieties.

Growing newly released varieties is always a challenge for a grower as there is usually little agronomic information available about a new release, therefore demonstrating that a new variety can be grown successfully under a UK commercial raised bed system can reduce the risk a grower takes when deciding to grow a new variety for the first time. By including in the project only those varieties and selections that are near-market or newly released, the industry can make use of the project results immediately, as it is likely that plants will already be available albeit in small quantities.

## **Disclaimer**

*AHDB, operating through its HDC division seeks to ensure that the information contained within this document is accurate at the time of printing. No warranty is given in respect thereof and, to the maximum extent permitted by law the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document.*

*No part of this publication may be reproduced in any material form (including by photocopy or storage in any medium by electronic means) or any copy or adaptation stored, published or distributed (by physical, electronic or other means) without the prior permission in writing of the Agriculture and Horticulture Development Board, other than by reproduction in an unmodified form for the sole purpose of use as an information resource when the Agriculture and Horticulture Development Board or HDC is clearly acknowledged as the source, or in accordance with the provisions of the Copyright, Designs and Patents Act 1988. All rights reserved.*

*AHDB (logo) is a registered trademark of the Agriculture and Horticulture Development Board. HDC is a registered trademark of the Agriculture and Horticulture Development Board, for use by its HDC division. All other trademarks, logos and brand names contained in this publication are the trademarks of their respective holders. No rights are granted without the prior written permission of the relevant owners.*

## **Further information**

Email the HDC office ([hdc@hdc.ahdb.org.uk](mailto:hdc@hdc.ahdb.org.uk)), quoting your HDC number, alternatively contact the HDC at the address below:

HDC  
AHDB  
Stoneleigh Park  
Kenilworth  
Warwickshire  
CV8 2TL

Tel – 0247 669 2051

HDC is a division of the Agriculture and Horticulture Development Board.