

# OSC Bulletin 11-24-14

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The latest fresh market strawberry bulletin from the OSC.

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## Fresh Market Strawberry Bulletin

**11-24-14**

**Hello!** This is the first of a series of bulletins which will be sent to growers, researchers, and industry wide stakeholders who are interested in fresh market strawberries. These bulletins are intended to help growers make better informed decisions about:

- fresh strawberry cultivars
- market trends
- pest management practices
- production methods
- equipment and supplies
- and more!

If you have a suggestion for a different topic, please let us know.

These bulletins are sponsored by the Oregon Strawberry Commission and are part of a larger grant funded by a 2014 Specialty Crops Block Grant from the Oregon Department of Agriculture. They will be sent twice monthly. Subscribers may choose to withdraw from receiving these bulletins at any time, but we hope to provide you with useful information.

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**The OSC workshop, *Fresh market strawberries: What it takes to be***

**successful** was held on November 19th in Woodburn, OR. Growers and industry members from British Columbia, Washington, California, and Oregon provided detailed information on how to produce and market fresh strawberries.

Speakers included:

- [Clark Seavert](#), Economist, Oregon State University
- [Tom Baumann](#), Professor, University of the Fraser Valley
- [Tom Walters](#), Consultant, Walters Ag Research
- [Tom Sjulín](#), Consultant, California
- [Alf Krause](#), Owner, Krause Berry Farms, BC
- [Yanyun Zhao](#), Professor and Ext. Specialist, Oregon State University



**Alf Krause**, Owner of Krause Berry Farms, spoke to audience members about picking and packing methods and marketing and branding strategies.

[Krause Berry Farms](#), located in Langley, British Columbia is a diverse operation that grows a variety of berry crops, feeds farm patrons from a Harvest Kitchen, and produces products from an on-site winery.

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**Four buyer groups were present at the OSC Workshop.** We appreciate all buyers' continued interest in helping advance the fresh strawberry market in Oregon.

Per grower request, here are the buyers' contact information:

- **Gene Versteeg**, Produce Merchandiser, Market of Choice. Office 541-345-0566 x 3117, cell 541-510-1655, [genev@marketofchoice.com](mailto:genev@marketofchoice.com)
- **Jeremy Smith**, Portland General Manager, Charlie's Produce. 503-573-4406, [jeremys@charliesproduce.com](mailto:jeremys@charliesproduce.com)
- **Matt Neumann**, Portland Retail Sales Manager, Charlie's Produce. 503-491-5974 x 4408, [mattn@charliesproduce.com](mailto:mattn@charliesproduce.com)
- **Chris Harris**, Produce Merchandiser/Local Buyer, New Seasons Market. 503-975-2228, [chrish@newseasonsmarket.com](mailto:chrish@newseasonsmarket.com)
- **Paul Enderle**, Regional Procurement Coordinator, The Kroger Co. Office

503-592-9592, cell 503-709-2106, [paul.enderle@kroger.com](mailto:paul.enderle@kroger.com)

- **Darin Eversaul**, Regional Produce Specialist, The Kroger Co. 425-422-1878, [darin.eversaul@kroger.com](mailto:darin.eversaul@kroger.com)



The buyer panel. From left to right: Chris Harris from New Seasons Market, Gene Versteeg from Market of Choice, and Matt Neumann and Jeremy Smith from Charlie's Produce.

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The workshop was recorded and videos of the speaker sessions will be made available for viewing in the coming weeks.

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](mailto:pcm@peerbolt.com)



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