

OSC Bulletin 12-23-14, Fresh Market Strawberry Videos

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The latest fresh market strawberry bulletin from the OSC.

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Fresh Market Strawberry Bulletin

12-23-14

Happy Holidays! After a busy year, we hope that you find time to kick back and relax this holiday season (at least a little!). It's time to watch the rain fall...and some of the fresh market videos featured below. Their focus on marketing, production, and research, should provide you some good ideas to help plan the upcoming season.

Reminder: We'll be sending bulletins out twice a month on the **2nd and 4th Tuesdays**. This is a new venture so please pass these on to any and all folks you think might benefit from this information. The more folks we can get on board, the better!

Fresh Market Strawberry Videos

(click on the pictures below to watch)



1) *Fresh market strawberries: what it takes to be successful* workshop, held in Woodburn, OR on November 19, 2014. Each session is now available for viewing. Topics include: nutrient management, production/planting,



post-harvest handling, marketing/branding, and input from the buyer discussion panel.

2) *The potential market for fresh strawberries* workshop, held in conjunction with the Portland AgShow, January 29, 2014. Topics included a description of the present state of the Oregon fresh strawberry market by USDA/ARS plant breeder [Chad Finn](#), a question and answer panel with buyer groups, and discussion with equipment suppliers.



3) *Planting everbearing strawberries at Heeman's*. Heeman Greenhouses & Strawberry Farm is located in Ontario, Canada.

4) *BC strawberries - Everbearing strawberries*. BC strawberry farmers provide information about growing strawberries including the variety 'Albion.'



5) *Strawberry plasticulture video from Nourse Farms*. How to plant and grow bare root strawberry plants on plastic. Nourse Farms is a plant propagation business located in Massachusetts.

Additional Resources:

1. *The Albion strawberry: everbearing June through October*. Kathy Unger of Unger

Farms discusses the day neutral variety 'Albion' and how it extends the strawberry season in Oregon.

2. [A day in the life of a California Giant strawberry](#). From California Giant Berry Farms. A visual on how strawberries get from farm to fridge.

3. [Agrobot Strawberry Harvester](#). ADESVI Innovation and Technology Center in Spain, is trying to create a viable robotic strawberry harvester ([website](#)). Although this system is unlikely feasible for the Oregon market at this time, it's good to see what research and technology is taking place.

Upcoming Events:

- **January 13, 14 & 15 - [North Willamette Horticulture Society 2015 Conference](#)**. A three day event with sections on organic production, vegetable production, and berry production. At the Clackamas County Event Center in Canby, OR.
 - **January 21 - Oregon Strawberry Commission meeting**. At Jake's Deli, 1208 SW Baker St in McMinnville, OR, 12-2pm. Open to all strawberry growers. For more information, contact Philip Gutt, pnwa@comcast.net, 541-758-4043.
 - **February 3-6 - North American Strawberry Growers Association 2015 Strawberry Symposium**. In Ventura, CA. For form information and registration, go to the [NASGA homepage](#).
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In the Upcoming OSC Bulletins...

Information on June bearing and day neutral cultivars and propagators.



'Sweet Ann' a new day neutral cultivar for the fresh market from Lassen Canyon Nursery. Photo from Lassen Canyon Nursery.

For more information on fresh market production and resources, check out the [OSC website](#)

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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