



Fresh Market Strawberry Bulletin

March 31, 2016

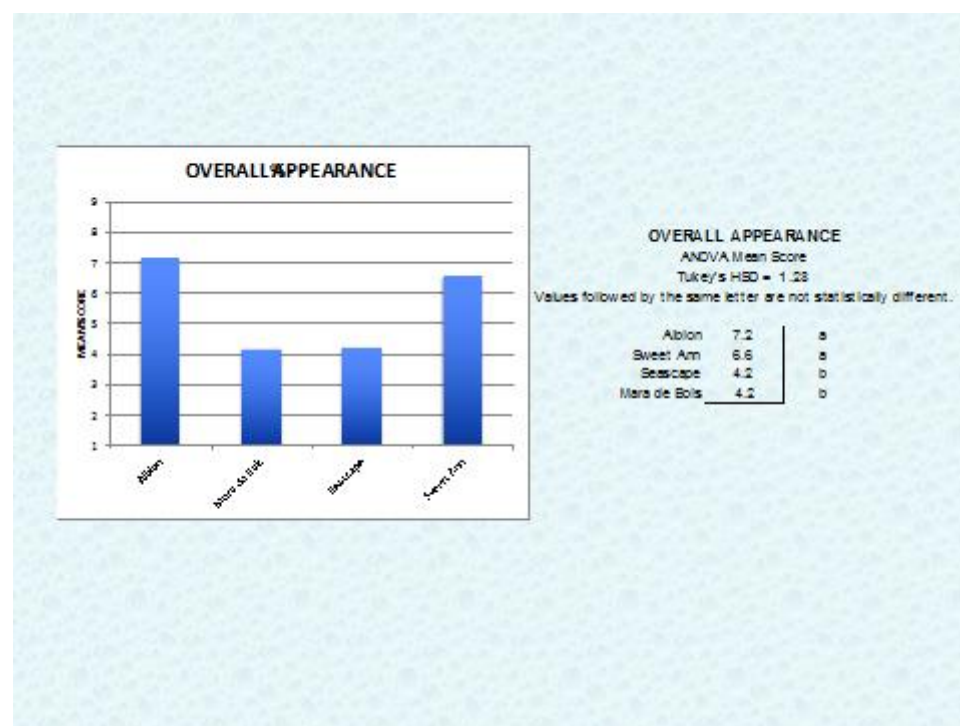
Frosty Nights

We have warm days and frosty nights to start the season. Preliminary over wintering field damage discussions indicate less than expected plant damage. I'm sure you all will be deep into field work this week checking things off your to do lists. Enjoy the weather.

Archived Bulletins:

- [FSMA Update](#)
- [OSC Annual Meeting Summary](#)
- [Season Extension](#)
- [Harvest Technology](#)

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From 02-24-16 Evaluation of Processing Quality of Advanced Strawberry Selection presentation by Brian Yorgey.

Summer Workshop Taste Test Results

On August 18, 2015, as part of the day long fresh market strawberry workshop coordinated by Peerbolt Crop Management, a blind tasting of four strawberry cultivars that are currently being grown for fresh market was held at the Elks Lodge in Forest Grove. The taste test was conducted by Brian Yorgey. The four day neutral cultivars evaluated (Albion, Seascape, Sweet Ann, and Mara de Bois) were provided by two of our local fresh market growers. Thirty-nine attendees completed ballots, evaluating the four cultivars for Overall Appearance, Color, Shape, Cap Appearance, Seeds, Flavor, and Texture, using a scale of 1 (totally unacceptable) to 9 (superior). Results were analyzed and shown below.

Overall Appearance: Albion was rated highest, though not significantly higher than Sweet Ann. These two were both rated significantly higher than Seascape and Mara de Bois. It was clear that the scores were related mostly to fruit size with Albion and Sweet Ann having much larger fruit.

Color: Albion was rated highest, though not significantly higher than Mara de Bois but significantly higher than Seascape and Sweet Ann. Statistically, Mara de Bois, Seascape and Sweet Ann were all rated equivalently.

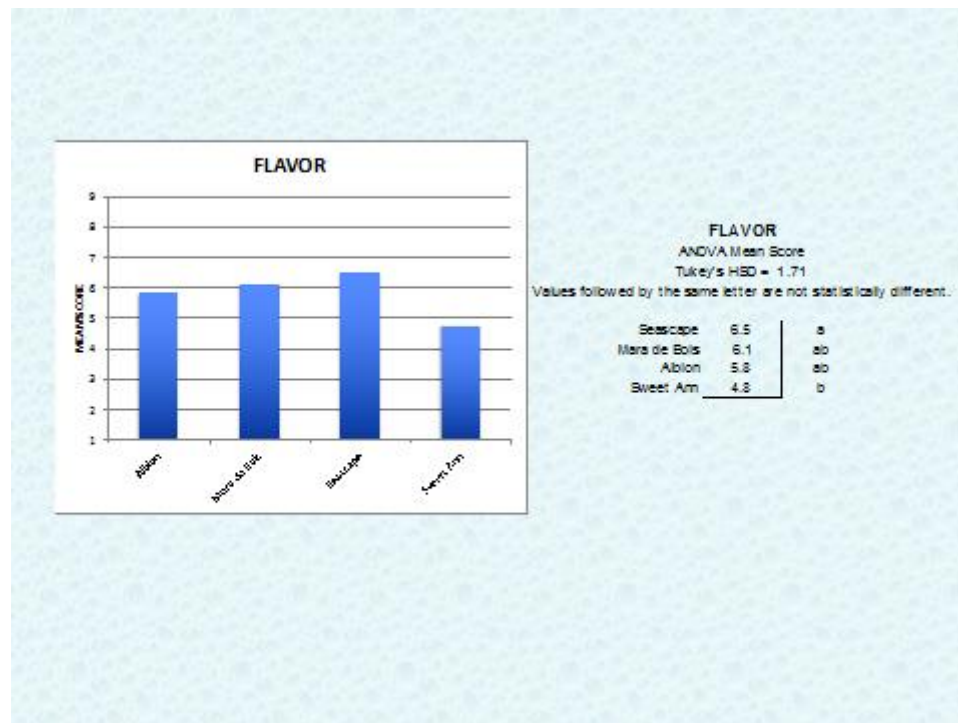
Shape: Sweet Ann and Albion were rated significantly higher than Seascape and Mara de Bois. Again size was important along with uniformity.

Cap Appearance: Sweet Ann and Albion were rated highest but not significantly higher than Mara de Bois. Seascape was rated lowest though Mara de Bois was statistically equivalent.

Seeds: Sweet Ann and Albion were rated significantly higher than Seascape and Mara de Bois.

Flavor: Seascape was rated highest though statistically equivalent to Mara de Bois and Albion. Sweet Ann was rated lowest though statistically equivalent to Mara de Bois and Albion.

Texture: No statistically significant differences were shown for this attribute.



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Recent Strawberry Related News:

- SWD damage observed in South Carolina strawberries. Fruit Grower News [article](#). March 28, 2016.
- More 'ZomBees' spotted in Oregon. Ian Parker. Katu News [article](#). March 28, 2016.

Upcoming Events:

- **May 3 - OSC Commission Meeting.** 6 pm at McMenamins, 310 NE Evans st., McMinnville, OR. Email Philip Gutt for more information, pnwa@comcast.net

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



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