



Fresh Market Strawberry Bulletin

August 18, 2016

Summer Heat

The upcoming heat will put a damper on strawberry harvest. Keep plants well watered and cool fruit as soon as it comes off the plants. Plants will be working overtime. Stay cool as you are able!



Updates from local strawberry buyers

At the beginning of June, several buyers [gave us their perspectives](#) on the strawberry season. This week, we collected more updates from their end of the industry.

Tod Hamilton/ Produce manager, Zupan's Market

I haven't had any Oregon strawberries in the store since mid-July. By then, we were all done with Honeoye, Hood and Tillamook.

Toward the end of the season, the Tillamook berries were looking like the berries out of California. Their caps were more flat than Oregon berries, and their texture was firmer than usual.

Across the board, the Oregon strawberries had great flavor this year. We were able to keep up with demand for the most part, except in the middle of the season when we were getting hit with more extreme weather. When we first had that 100 degree day, it really fried a lot of people's later crops. The rain was also hard on the berries.

Especially now that more and more people are transplants to the Northwest, everyone assumes that all Oregon strawberries will look like Hood berries. Hoods are what everyone associates with Oregon, and it's what they ask for. Even in the past, Haagen-Dazs came in and bought the majority of the state's Hood crop for ice cream.

Hollis Ransom / Sales, Rinella Produce

We actually haven't had any fresh Oregon strawberries the past few years. They are really expensive, and it just doesn't seem like there are many available. We get our berries from California because a lot of our brokers and trucks go through California and that's pretty much all they offer us.

We're definitely into buying local produce and it's usually cheaper than what we'd buy from elsewhere. But, berries seem like a rarer breed than when I was a kid in Portland. I used to pick them in the summer when they were still in fields all over Fairview, Forest Grove, and Hillsboro. I definitely have a good appreciation for them,

but they just don't seem as available as they used to be.

Amanda Coleman / People's Food Co-op

We still have some strawberries in the store. They're looking better than they did at the beginning of the season, but the quality has fluctuated throughout the past few months.

We have been able to keep up with demand. At the beginning of the season, everyone had strawberries to sell us. We haven't had any new growers approach us about buying their strawberries, but we would probably be interested if someone offered us a nice late-season variety. We'd like an interesting strawberry that came at a later time when not everyone else was harvesting them. Our ideal grower would be organic, but we'd probably be open to a non-organic farm if it was a small farm with good growing practices.

Strawberry-related News

- [Driscoll's, Plantel Nurseries, and Solex collaboration leads to the first mechanical strawberry transplanter](#) (Strawberries and Vegetables, 08/11)
- [A win-win for farmers and slowing climate change](#) (AgProfessional, 08/17)
- [Methyl Bromide is out. What's next for California's strawberry industry?](#) (UC Food Observer, 08/16)

Archived Bulletins

- 07/07/2016 - [OSC Bulletin 07-07-16: Regional Differences in Day Neutral Strawberry Growing](#)
- 07/22/2016 - [OSC Bulletin 07-21-16: Common Pests and How to Manage Them](#)
- 08/04/2016 - [OSC Bulletin 08-04-16: Nursery updates](#)

Go [here](#) for all other bulletins.

Upcoming Events

Sept 29- Oregon Strawberry Commission meeting: 6 pm at McMenamins Hotel Oregon in McMinnville.

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

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