



Agriculture & Horticulture
DEVELOPMENT BOARD



New Project

SF 128

To assess the suitability and productivity of newly released June-bearing strawberry varieties and near-market selections when grown in substrate culture

Project Number: SF 128

Title: To assess the suitability and productivity of newly released June-bearing strawberry varieties and near-market selections when grown in substrate culture

Start and end dates: 1st July 2011 to 30th September 2012

Project Leader: Sarah Troop, Meiosis Ltd

Industry Representative: The trial is to be located on the R.D. McGuffie & Sons site at Elmhurst near Lichfield in Staffordshire

Location: Stephen McGuffie (Soft Fruit Panel)

HDC Cost: £16,800

SUBJECT TO CONTRACT

Project Summary:

Substrate production is becoming more relevant in the UK due to the loss of chemicals that served to control soil borne diseases and the increased difficulty in finding clean land for new plantings each year within easy reach of a holding. Newly released varieties and near-market selections in many cases have not been trialled to assess their performance under UK conditions in substrate culture. As plant costs are a major expenditure when establishing a new plantation, providing information on the performance of such varieties in substrate culture should help a grower to identify varieties that best suit their growing system and ultimate market outlet, so reducing the risk a grower takes when using new varieties. Providing more information about new varieties in the early stages of commercialisation should give growers the opportunity to make use of new varieties as quickly as possible, so accelerating the uptake of new varieties that could provide the grower with varietal improvements in terms of reliability, quality and/or yield to those varieties currently grown.

The project is designed to bring together on one commercial fruiting site new and near-market June-bearing strawberry varieties from UK and overseas breeding programmes to assess their performance in substrate culture. Using plant material of a uniformly consistent type each variety will be grown adjacent to existing market standards, Elsanta and Sonata, in a double cropping system to determine whether there are any advantages in terms of fruit yield, fruit quality, plant habit and/or seasonality that will benefit the UK fruit grower.

Aims & Objectives:

The objectives are to identify the varieties best suited to substrate culture, identify varieties that can be grown more economically than those currently grown and so ultimately to improve the competitiveness of UK June-bearing strawberry production.

Further information

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

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