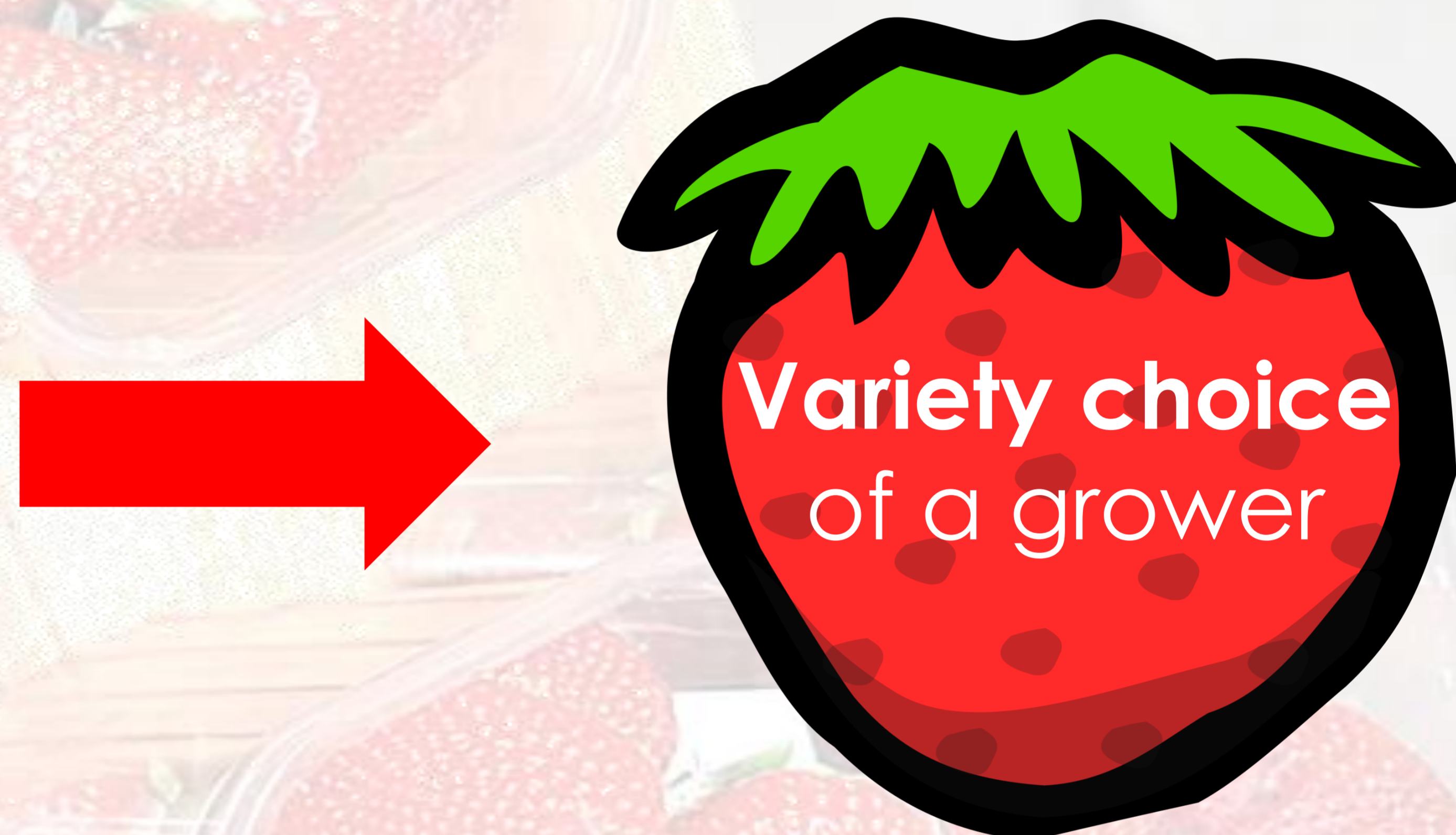
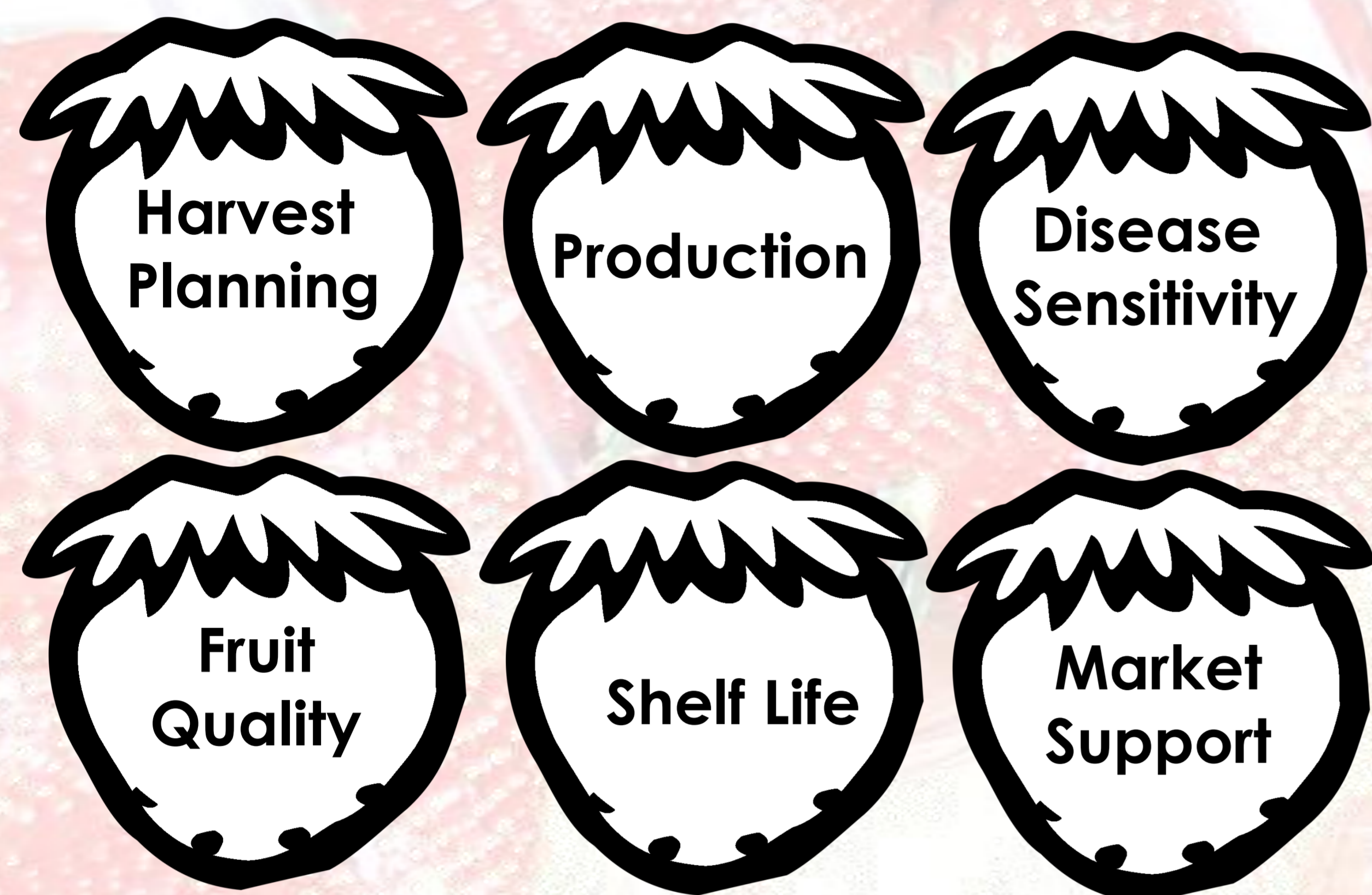
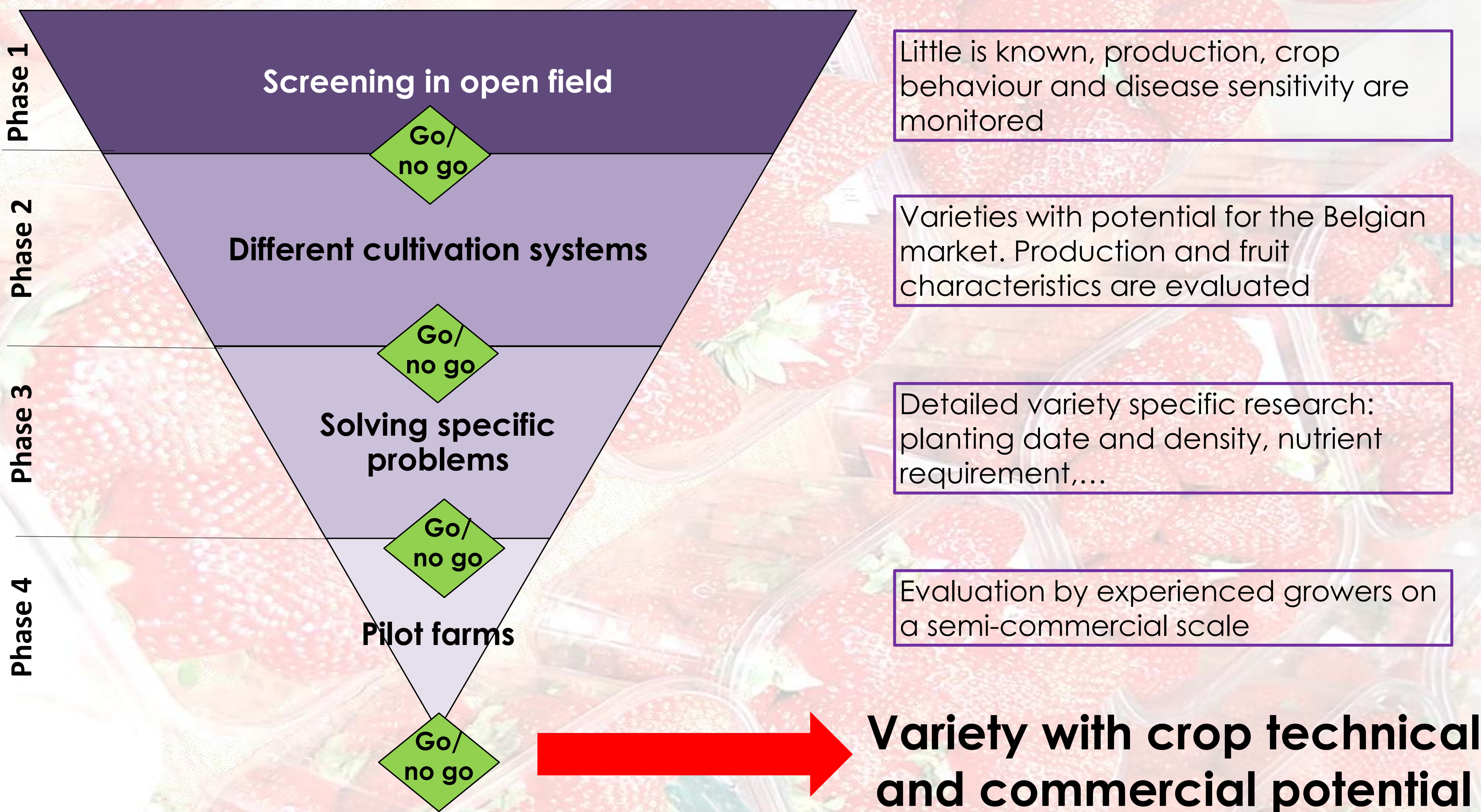


Screening of new strawberry varieties/selections for open field production at pcfruit

- Introduction:**
- Strawberries in Belgium are grown primarily for fresh consumption
 - A continuous supply of high quality fruit is required
 - Currently, the strawberry market is dominated by Elsanta, which is not without problems (powdery mildew, root pathogens,...)
 - Intensive screening of new strawberry varieties/selections from over the world is necessary



Screening process:



Conclusion:

This process offers a clear view about the status of a new strawberry variety/selection. Both research and market are involved in the process and a go/no go decision will be documented making sure a grower can make a well considered variety choice.