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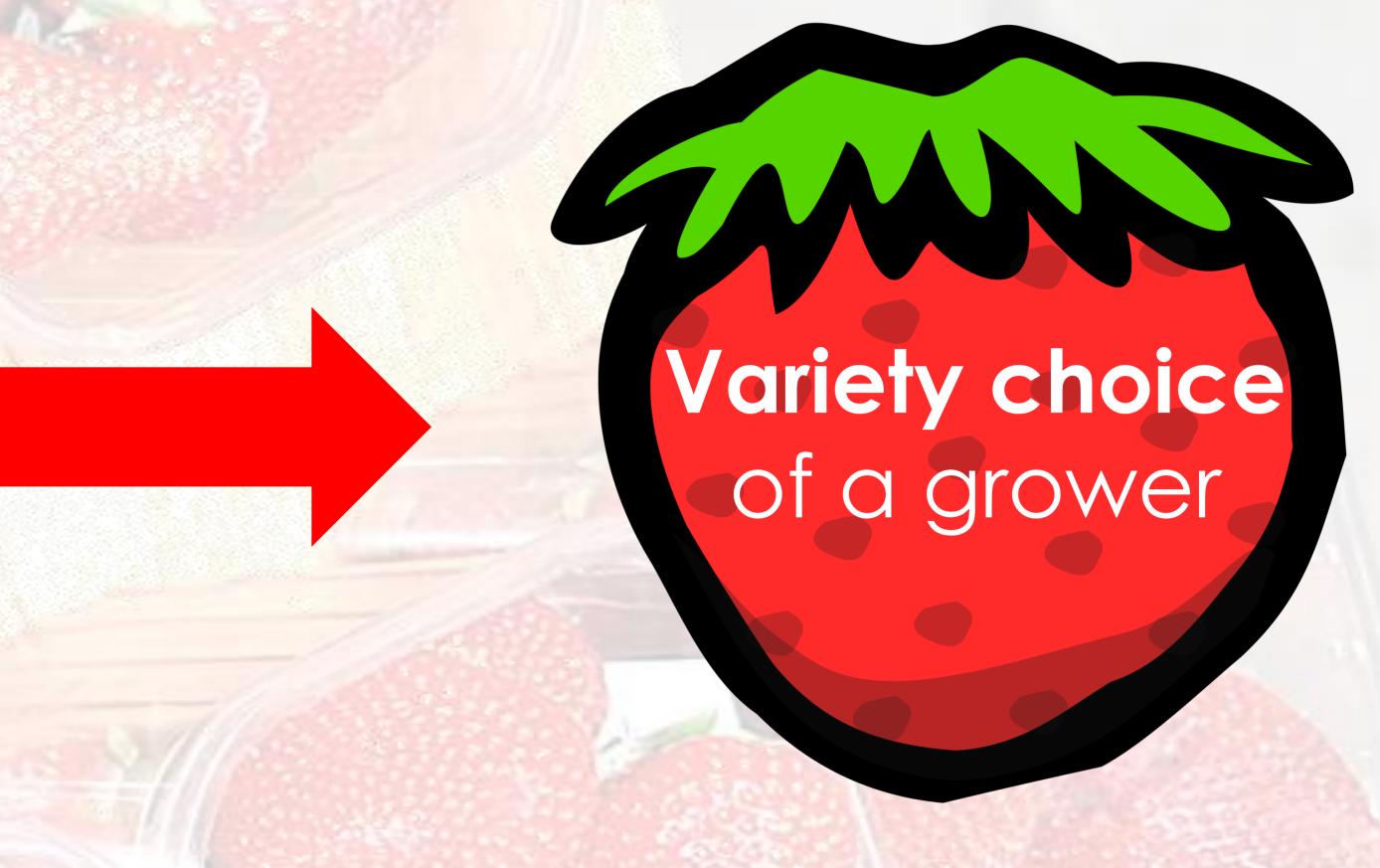
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## Screening of new strawberry varieties/selections for open field production at pcfruit

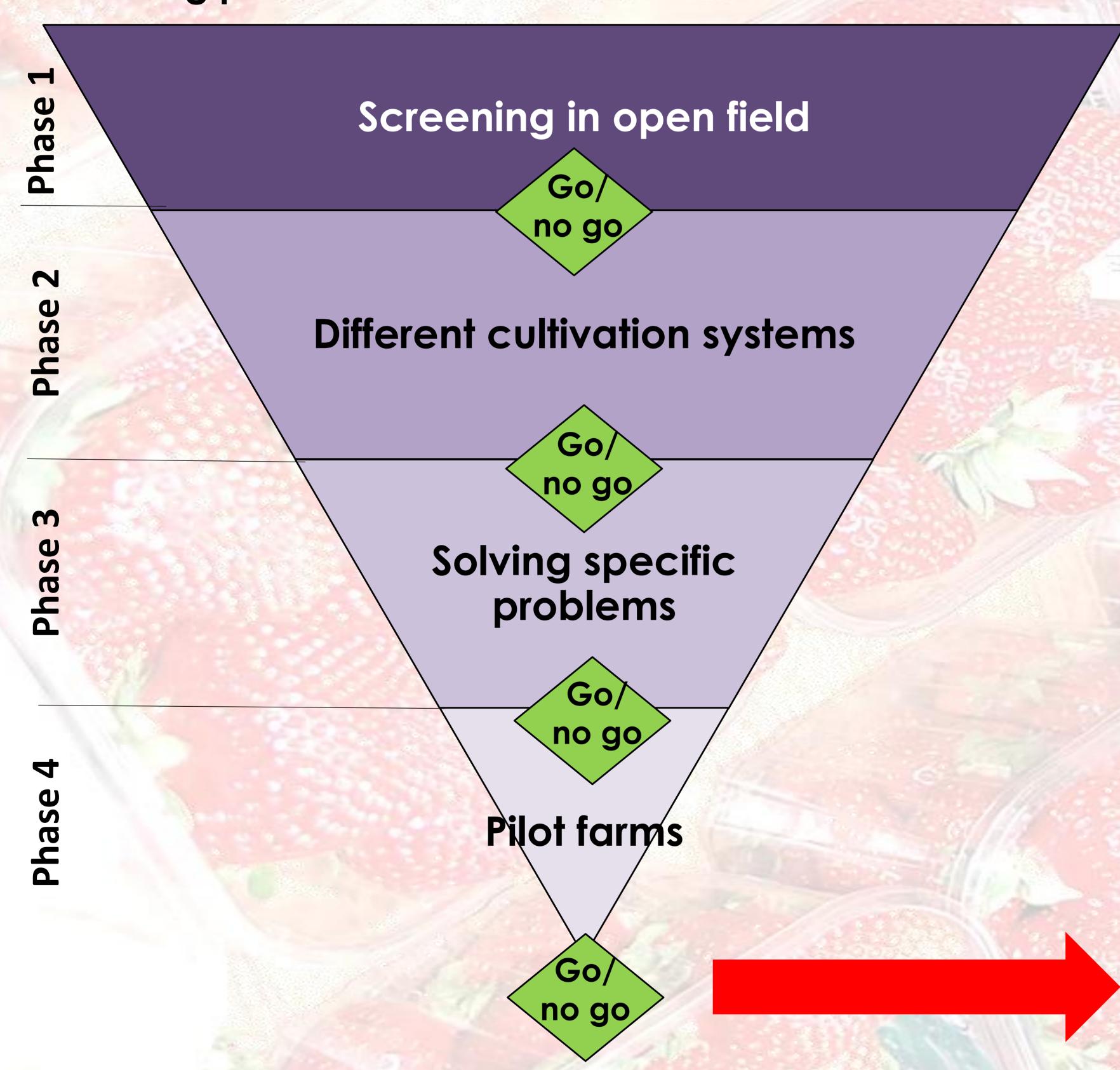
## Introduction:

- 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:



Little is known, production, crop behaviour and disease sensitivity are monitored

Varieties with potential for the Belgian market. Production and fruit characteristics are evaluated

Detailed variety specific research: planting date and density, nutrient requirement,...

Evaluation by experienced growers on a semi-commercial scale

Variety with crop technical and commercial potential

## 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.









