



STRAWBERRY CROP

1. Watsonville/Salinas - 14,571

Season: April – November

Varieties: Albion dominates at 57.4% and proprietary varieties account for 36.7% of the acreage. Diamante is no longer planted in the district. Camarosa has declined to .8% and San Andreas has debuted with 4.3% of this district’s acreage.

2. Santa Maria – 9,529

Season: March – December

Varieties: Camarosa is now only planted in 3.8% of the district. Proprietary varieties represent 18.5% of the acreage, Albion increased to 51.2% and Ventana decreased to 3.3%. Camino Real planting increased to 19.2% of the district’s acreage.

3. Oxnard – 11,766

Season: January – June (65% of the acreage), and September – December (35% acreage)

Varieties: Camarosa has declined to 4% of the district. Proprietary varieties dominate with 58.9% of the acreage. Ventana represents 25.1%, Albion is reported with an increase to 3% and San Andreas is new on the scene with 3% of the district’s acreage.

4. Orange County/San Diego – 1,867

Season: January – May

Varieties: The Camarosa variety is now 20% of the acreage. Ventana has increased to 51.9% and is the most widely planted variety in the district. Proprietary varieties make up 17.4% of the district and Albion is at 7.8%.

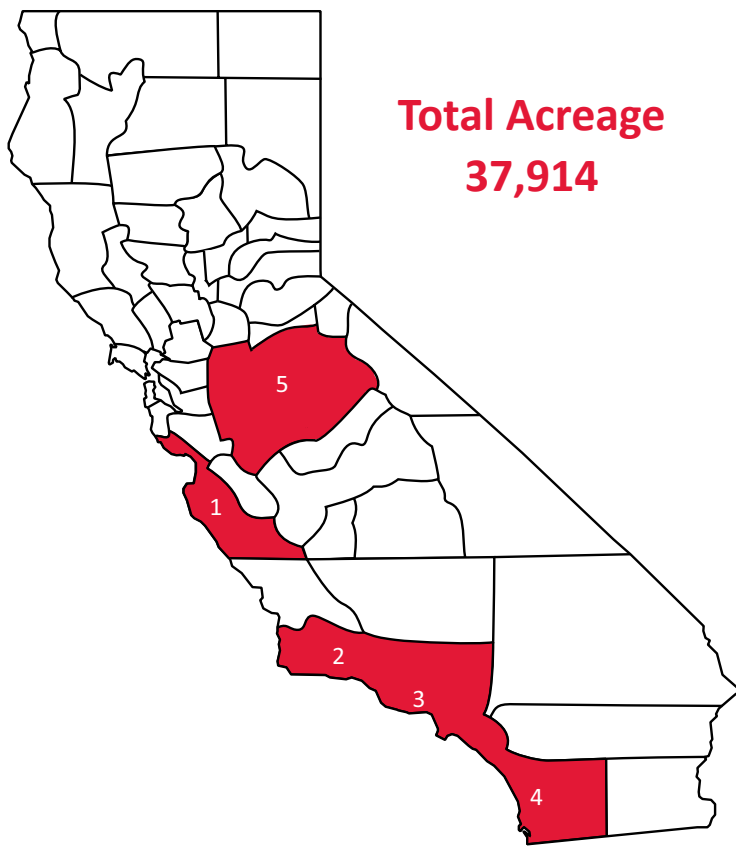
5. San Joaquin – 182

Season: February – June

Varieties: At 100%, Chandler is the only variety in this district. This district is committed primarily to the process market.

Organic Trends – 1,765

Organic acreage statewide decreased by 78 acres, with the majority of acreage in the Watsonville/Salinas area at 1,085 acres. Santa Maria reported 275 acres and Oxnard planted 380 acres. All major proprietary varieties contribute to the state’s organic acreage, but proprietary varieties dominate at 69.3%.



VARIETAL INFORMATION

California has several strawberry varieties in commercial production, each with its own characteristics, advantages and harvest time. Below are the varieties most commonly grown on more than 37,000 lush and fertile acres.

UNIVERSITY OF CALIFORNIA VARIETIES

University of California varieties make up 62.1% of the total state acreage.

Albion

This day-neutral variety has a high seasonal fruit production yield and good weather tolerance. Albion generally has a slightly lower spring peak and is less prone to a summer gap in production than other varieties. Consistently, Albion is large, conical, firm and very sweet with a bright red sheen and long shelf life. Albion is planted on 36.2% of the state's acreage and 18% of the organic acreage.

Camarosa

This short-day variety produces large, bright, firm and flavorful fruit with a good sheen, with a good shelf life. Due to early production potential, Camarosa was a primary variety for southern districts, though it has been steadily declining in the last five years and now accounts for 3.7% of the state's acreage. Camarosa is planted on 1.5% of the organic acreage.

Ventana

This short-day variety was available for the first time in 2002. Ventana produces fruit earlier in the season than Camarosa and has excellent fruit quality. Though specifically adapted to early planting in southern California, Ventana has also performed well in Santa Maria. Ventana has bright red fruit, slightly lighter in color than Camarosa, a good flavor, shape and fruit size, with similar firmness and shelf life to the Camarosa. Ventana accounts for 11.2% of the state's acreage and 1.4% of the organic acreage.

San Andreas

San Andreas is a moderate day-neutral variety with a production pattern very similar to Albion. The fruit is exceptional in appearance; color is slightly lighter than Albion. The flavor of San Andreas is outstanding, very similar to that of Albion. This variety has a good disease resistance profile with no outstanding cautions. Typically high quality fruit early in the season, together with a low chilling requirement, make this a good candidate cultivar for southern California. This variety accounts for 2.5% of the state's acreage.

Camino Real

Camino Real is similar to Camarosa but fruit is produced later and there is a higher percentage of marketable fruit than Camarosa. Camino Real has excellent weather tolerance and is resistant to many strawberry plant diseases. If planted at the correct density per acre, the cultivar will produce more fruit per acre than Camarosa. The fruit is of high quality and the fruit color is dark red, both externally and internally. It is an excellent berry for both the fresh market and for processing. Various cultural practices have been useful in stimulating a fall crop of high quality berries in the Santa Maria district. This variety accounts for 4.9% of the state's acreage.

Proprietary/Other Varieties

Many farms in California grow proprietary varieties. Unlike the publicly available plants bred by the University of California, these varieties are grown primarily for each individual company. There is also a small percentage of other University varieties grown throughout the state. Together, proprietary and other varieties represent 44.1% of the state's acreage.

Organic Trends

In 2009, all major reported varieties contributed to the state's organic acreage. Proprietary varieties dominate the mix, totaling 69.3% of the state's organic acreage. Albion accounts for 317 acres or 18.1%. Other varieties include: Ventana, 1.4%; Aromas, 1.2%; Camarosa, 1.5%; Chandler, 1.1%; Monterey, 3.2%; Palomar, .4%; San Andreas, 2.6%; and Seascape, 1.5%.