

# Acreage

Total California strawberry acreage experienced a downward trend at 36,943 acres for 2010. The reported decrease from 2009 is 1,692 acres or -4.4%



## **Watsonville/Salinas**

### **13,969 acres**

Season: April – November

Varieties: Albion dominates at 55.3% and proprietary varieties account for 38.4% of the acreage. San Andreas represents 4.4% of this district's acreage.

## **Santa Maria**

### **9,663 acres**

Season: March – December

Varieties: Proprietary varieties represent 23.8% of the acreage. Albion decreased to 48.7% and San Andreas increased to 9.9%. Camino Real planting decreased to 16.8% of the district's acreage.

## **Oxnard**

### **11,803 acres**

Season: January – June (78.5% of the acreage), and September – December (21.5% acreage)  
Varieties: Proprietary varieties dominate with 57.7% of the acreage. Ventana represents 22.0%. San Andreas reported an increase with 8.7% of the district's acreage.

## **Orange County/San Diego**

### **1,327 acres**

Season: January – May

Varieties: The Camarosa variety is now 24.2% of the acreage. Ventana has decreased to 46.2% and is the most widely planted variety in the district. Palomar makes up 7.8% of the district.

## **San Joaquin**

### **180 acres**

Season: February – June

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

## **Organic**

### **1,655 acres**

Organic is 4.5% of state acreage. Organic acreage statewide decreased by 121 acres, with the majority of acreage in the Watsonville/Salinas area at 1,134 acres. Santa Maria reported 143 acres and Oxnard planted 361 acres. All major varieties contribute to the state's organic acreage, but proprietary varieties dominate at 65.2%.

## **Varietal Information**

California has several strawberry varieties in commercial production, each with its own characteristics, advantages and harvest time.

University of California varieties make up 60.8% 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 34.5% of the state's acreage and 23.1% 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 other short day varieties and has excellent fruit quality. Ventana

has bright red fruit, good flavor, shape and fruit size. Ventana accounts for 8.7% of the state's acreage and 3.3% 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 7.4% of the state's acreage and 2.4% of the organic 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 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 4.4% 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 45.2% 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 65.2% of the state's organic acreage. Albion accounts for 383 acres or 23.1%. Other varieties include: Ventana, 3.3%; Chandler, 1.3%; Monterey, 1.5%; San Andreas, 2.4%; and Seascape, 1.8%.

