

□ **4th Annual Strawberry Variety and Advanced Selection Showcase** □



Fig. 1. One of the many new selections we are evaluating in the Lassen Canyon Breeding Trial in Faison. This photo was taken on Monday, April 8<sup>th</sup>. The data are rather shocking for the first harvest: 2 oz average weight per berry, and a single plot of 20 plants produced 4.6 lbs., or 3450 lbs./acre (15,000 plants/A).

**Program: 4<sup>th</sup> Annual Strawberry Variety and Advanced Selection Showcase - BBQ Luncheon Sponsored by Lassen Canyon Strawberry Breeding Program**

**Date: Tuesday, April 23, 2019**

**Time: 10:30 am - 2 pm**

**Location: Cottle Strawberry Nursery, Inc., 2488 W NC HWY 403, Faison, NC 28341 [www.cottlefarms.com](http://www.cottlefarms.com)**

**Program:**

10:30 AM - Registration at Cottle Strawberry Nursery (look for directional signs from Highway 403 to the location of the Strawberry Variety and Advanced Selection Trial)

11:00 AM - Welcome & Recognition of Special Guests - Dr. Barclay Poling, Professor Emeritus, NC State

11:15 AM - Special Tour of Variety Plots and Advanced Strawberry Selections

12:20 PM - BBQ Luncheon Catered by McCall's BBQ & Seafood Restaurant

1:15 PM - **Raffle for Nursery Plants and an Omega Digital Thermometer**

**By no later than Friday, April 19<sup>th</sup>**, please let Barclay Poling know if you plan on coming and how many people will be in your party, so I can give McCall's an accurate meal count. There is NO registration fee. **RSVP with a text message to: 919-418-9687, or an email to [strawberrydoc@gmail.com](mailto:strawberrydoc@gmail.com)**



Fig. 2. Participants in the Strawberry Showcase can enter a raffle for this Omega Digital Thermometer – an indispensable tool for blossom temperature measurement when doing irrigation on top of row covers!



Fig. 3. Jim Bagdasarian, who leads the Lassen Canyon Breeding Program, will be flying in from California for the April 23<sup>rd</sup> Strawberry Variety and Advanced Selection Showcase in Faison – Jim is the developer of ‘Ruby June’ variety. This photo was taken of Jim in Watsonville, CA, and he is holding one of his very popular varieties, ‘Sweet Ann.’



Fig. 4. We are harvesting 112 plots this season (20 plants/plot). This photo was taken on Monday, April 8<sup>th</sup> – our first harvest. We saw some very nice early season yields in Ruby June plots (Fig. 5).



Fig. 5. In addition to 7 plots of Ruby June (3 plug plots and 4 cut-off plots), we have 62 new selections that we are evaluating this season in what we are calling the “W-Series” and one of the most impressive of these new selections is 85U45 (in Fig. 1). We are also evaluating 7 advanced selections that did well in last year’s trial. One new development in this program is the emphasis on finding selections with good rain tolerance. We’ve already had 2 very significant rains in Faison (April 2<sup>nd</sup> – 1 inch, and April 6-7, we got an additional inch). We are also very impressed with how some selections seem to tolerate extended periods of row covering (for frost protection), without seeing so many misshape berries. We had 8 days of row covers in March this year during bloom.