

Strawberry Selection Release Project Trial 2010-2011

Peter J. Nitzsche, William T. Hlubik, , Dr. Richard Merritt, Winfred Cowgill, Andy Wyenandt,
Dan Ward, Dave Specca, Dr. Gojko Jelenkovic

Strawberries are a very high value crop which can bring high returns for NJ farmers. Farmers are continually looking for new varieties which grow, yield and have good flavor under NJ conditions. Rutgers NJAES has some advanced strawberry selections from its breeding program that may perform very well for local growers. Replicated yield and fruit quality trials were established in 2010 at the Snyder Farm to help to better evaluate the potential of these selections for local farms. Data from the 2011 harvest indicates that two of the selections in the trial had yields comparable to the current commercial standard variety 'Chandler' and have a higher sugar content. One of the selections showed a lower susceptibility to foliar disease than the other selection and is being considered for commercial release in 2012.