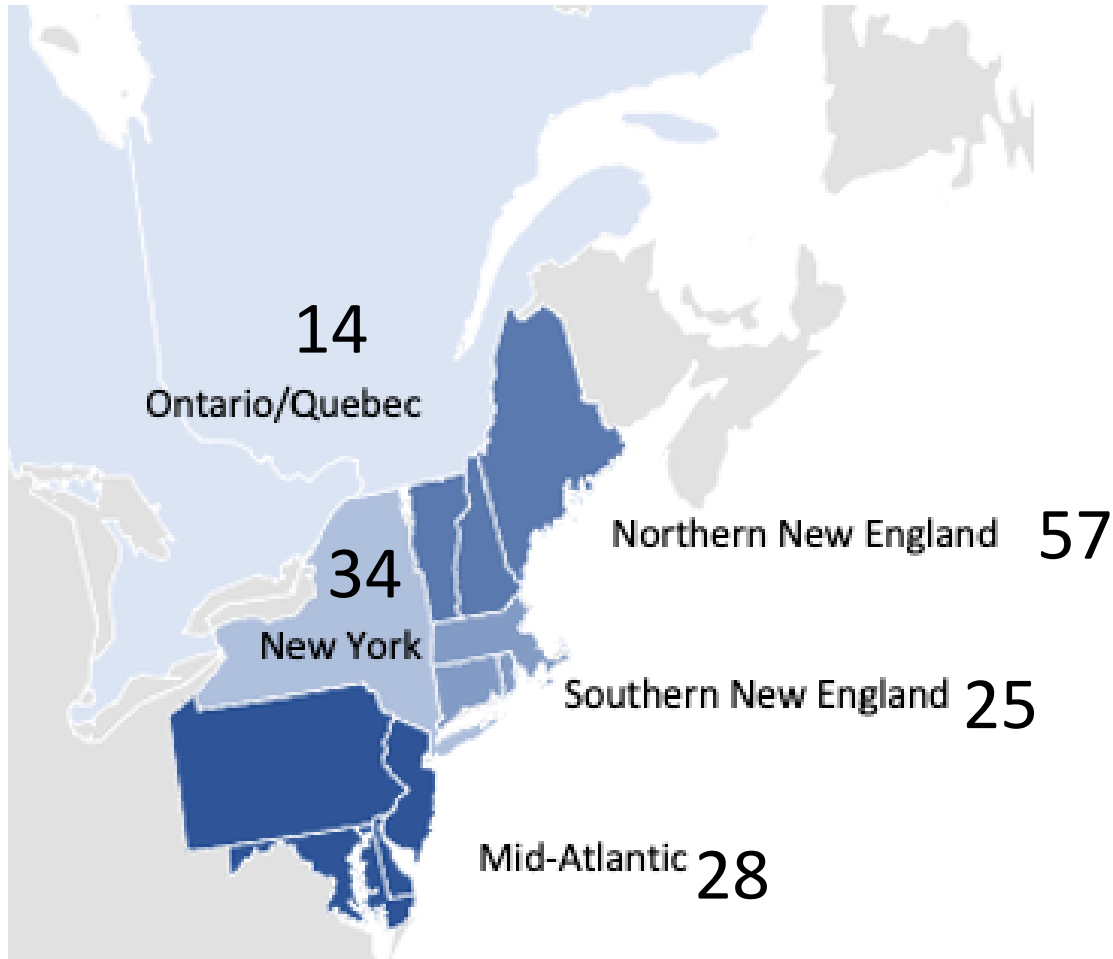


A strawberry industry snapshot



Becky Sideman, Kaitlyn Orde,
Elisabeth Hodgdon, Laura
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Conner, David Handley

2020 survey of strawberry growers



158 growers who currently grow and sell strawberries in the “greater northeast” region



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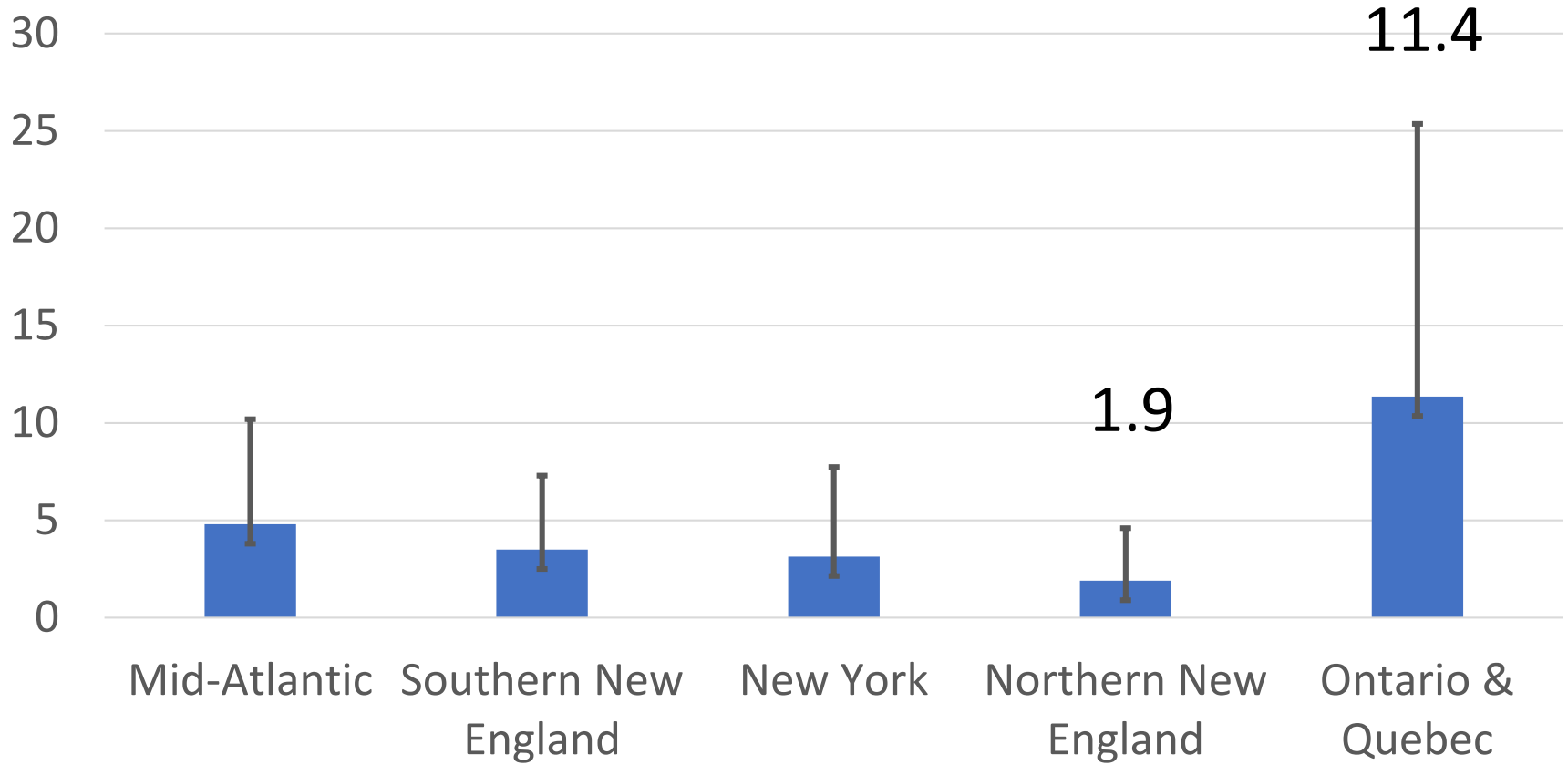
Strawberries are a *minor portion* of total farm revenue for most growers

	Percentage of revenue from strawberries		
<i>Region</i>	< 10%	11-60%	> 60%
Mid-Atlantic	57%	32%	4%
Southern New England	64%	32%	4%
New York	47%	15%	3%
Northern New England	28%	35%	5%
Ontario & Quebec	7%	86%	7%



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Mean strawberry acreage



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June-bearing varieties still dominate the region...

	Types of strawberries grown		
Region	June-bearing	Day-neutral	Both
Mid-Atlantic	82%	7%	11%
Southern New England	92%	4%	4%
New York	74%	15%	12%
Northern New England	83%	5%	12%
Ontario & Quebec	71%	21%	7%



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Retail sales #1, followed by PYO and Wholesale...

	Marketing strategies employed				
Region	PYO	Retail	Wholesale	CSA	Other
Mid-Atlantic	54%	79%	54%	11%	0%
Southern New England	64%	88%	44%	24%	8%
New York	44%	91%	56%	9%	9%
Northern New England	47%	72%	46%	26%	4%
Ontario & Quebec	86%	79%	36%	7%	0%
OVERALL	54%	80%	48%	17%	4%



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June-bearing varieties – Tried & True

>50%

Jewel

>20%

AC Wendy

AC Valley Sunset

Cabot

Cavendish

Chandler

Earliglow

Honeoye

>20% trialling

Malwina

Rutgers Scarlet

Flavorfest

Annapolis – ONT/QUE

Allstar – Southern New England



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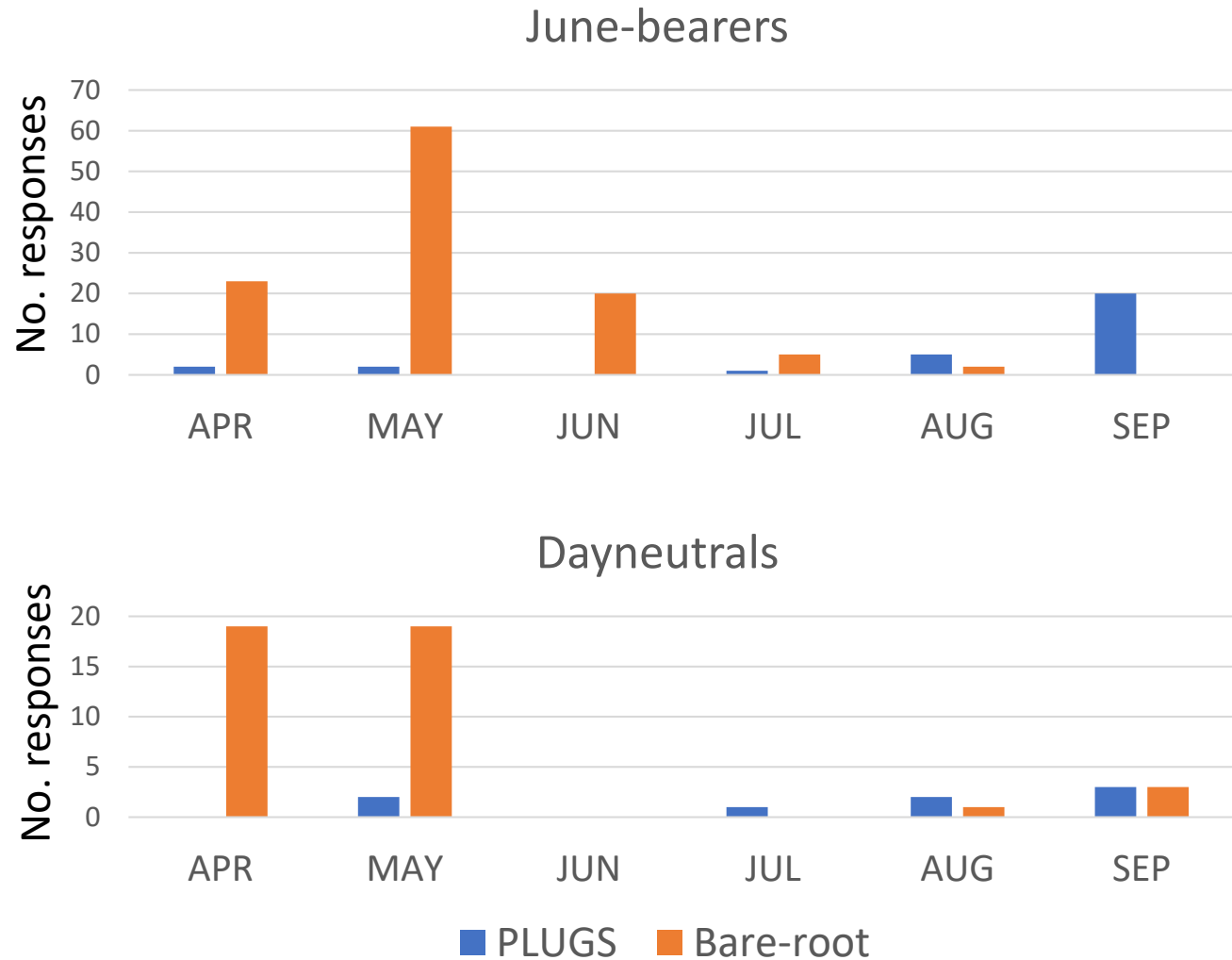
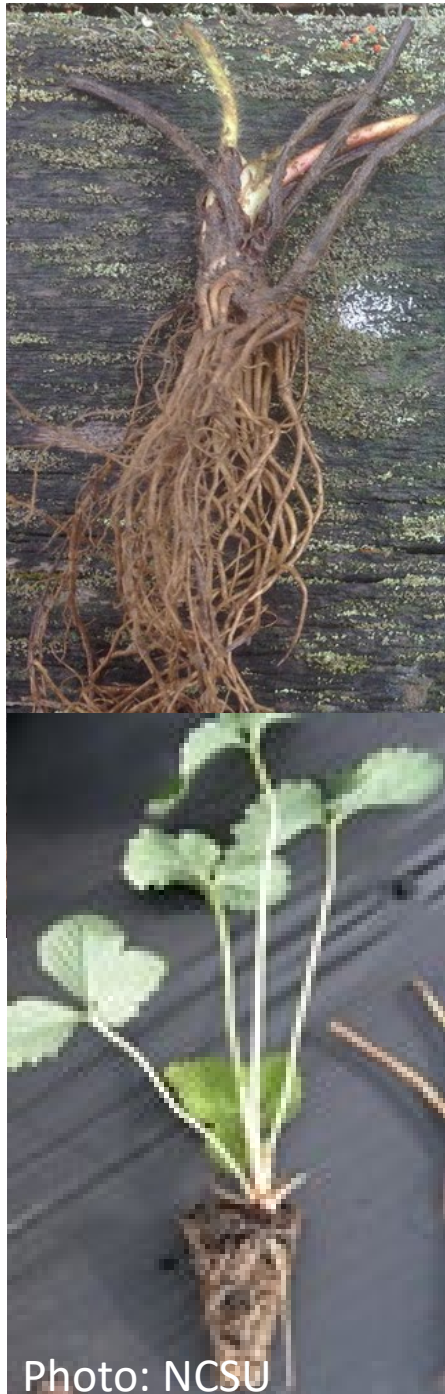
Dayneutral varieties – Tried & True

73%	Albion
60%	Seascape
28%	Evie-2
20%	Monterey
28%	San Andreas



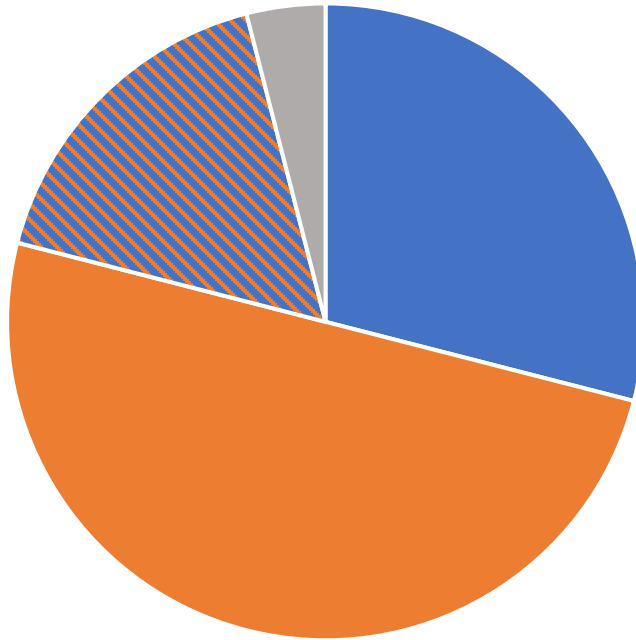
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Planting stock: spring-planted bare-root crowns used most

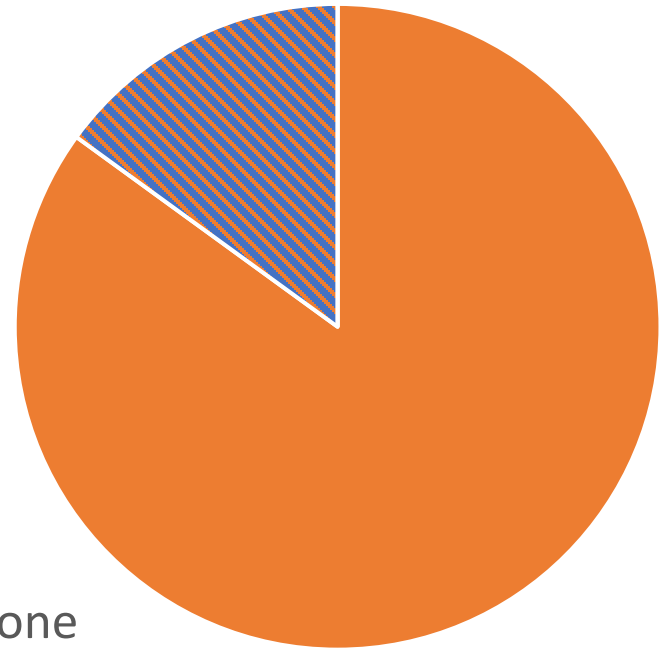


A surprising number of growers do not use overhead irrigation

June-bearing



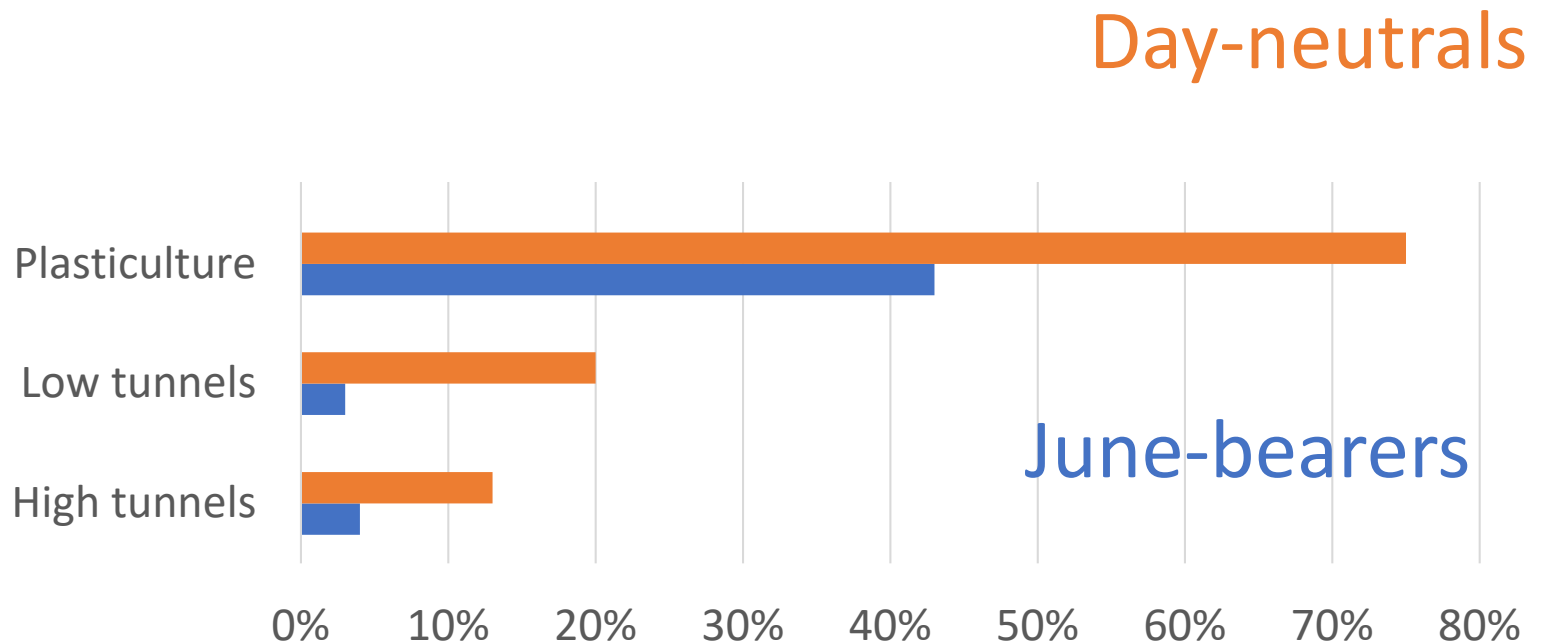
Dayneutral



■ Overhead only ■ Drip only ■ Both ■ None

Plasticulture is widely used; tunnels less so

Many growers are overwintering day-neutrals...



Spring Frost Protection

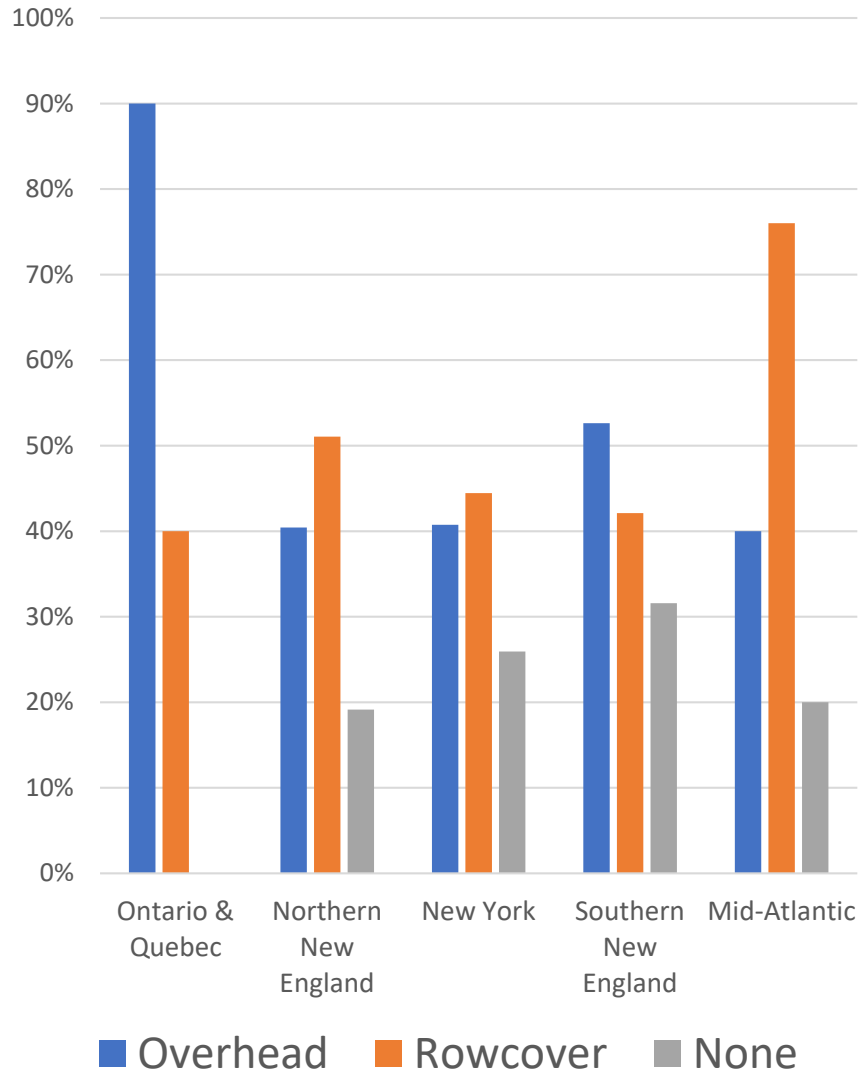
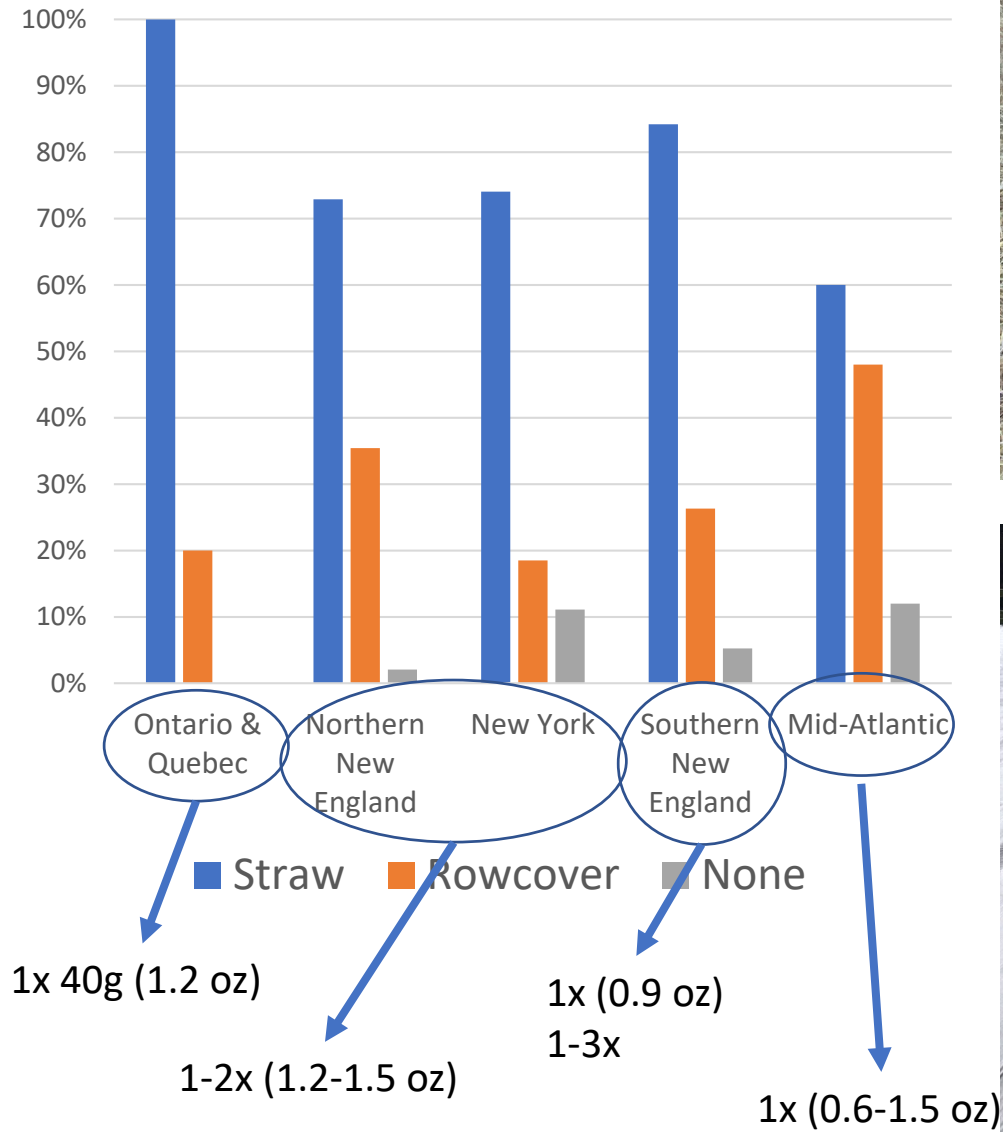


Photo: NC strawberry association



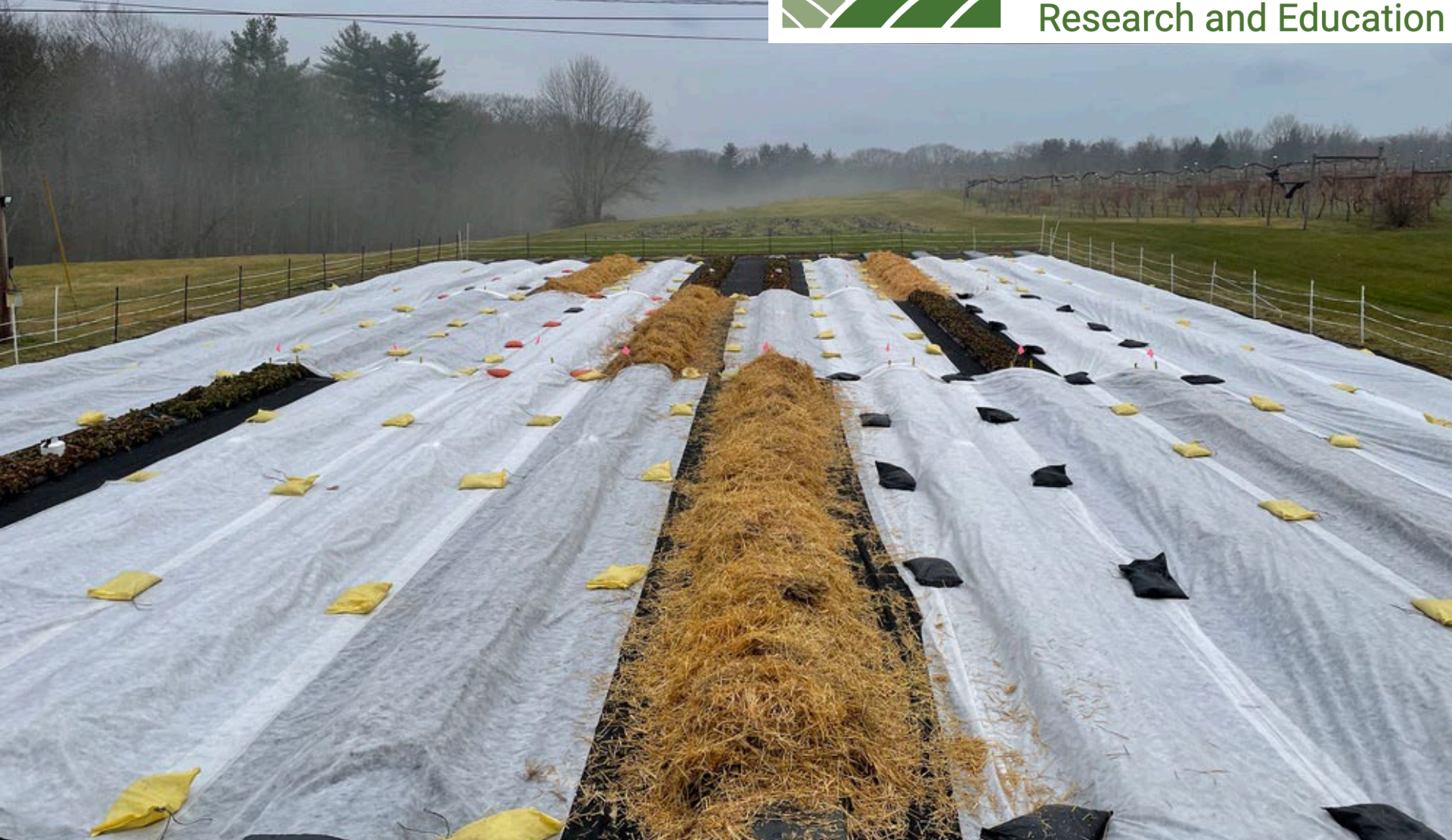
Winter Protection



Comparison of winter protection strategies...



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Comparison of winter protection strategies...

	(g/plant)			
	Total Marketable Yield		Frequency Unmarketable	
Allstar	254.7	b	0.256	a
Valley sunset	319.6	a	0.162	b
Wendy	239.9	b	0.191	b
2xP30 – 1 applied early fall	367.9	a	0.169	b
2xP30 – both applied late fall	274.4	b	0.231	ab
No cover	104.1	c	0.267	a
P30 – applied late fall	280.1	b	0.176	b
P40 – applied late fall	292.5	b	0.182	b
Straw – applied late fall	309.1	ab	0.193	b

Pro 30 – 0.90 oz per sq. yd.; 75% Light Transmission

Pro 40 – 1.2 oz per sq. yd.; 70% Light Transmission

Average life span Range

Organic (32) 1.5 ± 0.7 years 1-4 years

Conventional (126) 2.6 ± 1.1 years 1-8 years



General Use

Restricted Use

		Insecticides	Fungicides	Herbicides		Insecticides	Fungicides	Herbicides
Organic	0	61%	54%	86%		79%	75%	82%
	1-3	21%	32%	0%		4%	7%	0%
	4-9	7%	0%	0%		0%	0%	0%
	>10	0%	0%	0%		0%	0%	0%
Conventional	0	44%	36%	42%		40%	44%	43%
	1-3	37%	26%	46%		32%	27%	35%
	4-9	17%	31%	7%		16%	12%	9%
	>10	2%	6%	0%		2%	4%	0%

- *Most* organic and *many* conventional growers apply NO pesticides
- A small percentage of growers apply >10 applications of insecticides or fungicides per season

What are the most prevalent pests? (1 = top)

Pest/Disease	Overall	Mid-Atlantic	Southern New England	New York	Northern New England	Ontario & Quebec
Tarnished plant bug	4.5		4	5.5	4	1
Cyclamen mite						
Root weevils						
Strawberry rootworm						
White grubs						
SWD						
Slugs	6	6	5	2.5	6	4.5
Nematodes						
Gray mold (<i>Botrytis</i>)	1	3	1.5	2.5	1	2
Black root rot						
Anthracnose fruit rot		2	6.5			4.5
Leaf spots	3	4.5	3	4	4	
Powdery mildew						4.5
Weed competition	2	1	1.5	1	4	4.5
Deer		4.5				
Birds	4.5		6.5	5.5	2	
Rodents						

(7-80% of respondents indicated each)

Yields reported by growers

June-bearers

Lbs/acre	Overall ^z	Organic	Conventional
< 3,000	15 %	3	10
3-5,000	25 %	4	18
5-8,000	33 %	9	20
8-10,000	13 %	2	9
10-15,000	11 %		10
> 15,000	3 %	1	2



Number of growers
reporting each
range

Conclusions/surprises

- Birds & Slugs
- Plasticulture
- Yields vary widely
- System variability



Research needs?

- Plug plant varieties for NE?
- Rowcovers for winter?



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Thank you to all who responded
Questions/comments?



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