



STRAWBERRIES

- I) **INTRODUCTION:** Without doubt we have to design products around the following.
- ❖ The Producers objectives
 - ❖ The limitations of the berry, plants under most fields conditions, (i.e., we have to make products that help the crop overcome these limitations.)
 - ❖ Products should directly address known in field physiological problems.
- II) **THE GROWER OBJECTIVES:** The grower's objectives are usually as follows.
- ❖ **Heavy Yield** – Since strawberries must bloom to produce fruit it is a given that we must have a hormone based product that induces heavy blooming. In the case of continuous pick berries this product would be applied weekly during the growing season.
 - ❖ **Berry Quality** – this means that they want not only big berries, they want most of the maturing berries to be around the same size. This is usually not possible with most standard soil fertility programs. We can help them achieve this through strategic foliar inputs.
 - ❖ **Shipping Durability** – most producers have a problem here. This problem is usually the result of poor calcium uptake from the soil. We will help them overcome this with a foliar calcium glucoheptonate.
 - ❖ **Taste** – It goes without saying that taste is a key issue. Poor tasting/bitter berries are also the result of the lack of calcium in the berry developmental stages. Not only will our Calcium glucoheptonate product furnish the essential Calcium regardless of field conditions, the glucoheptonate acts synergistically with the Calcium for sweetness.
- III) **OTHER ISSUES:-** These usually center around the following.
- ❖ **Soil Organic Matter** – Strawberries need lots of it to utilize nutrients and develop physiologically however most soils where they are grown are woefully inadequate.
 - ❖ **Low Soil Microbial Activity** – This is always a fact of life when high rates of soil fertilizers are used, and especially when organic matter is insufficient.
 - ❖ **Albino Berries** – There are berries that are small, hard, and usually develop only partially without color. Obviously more if a problem than just a harvesting.
 - ❖ **Transplant establishment and Transplant shock on new fields** – Obviously the better start you give a plant, the better the results will be.
- IV) **PRODUCT OFFERINGS:**
- A) **Pre-Plant**
 - 1) Microbial inoculants for the soil. Helps in soil nutrient conversion, especially phosphorus.
 - 2) Concentrated Humic Acids to supplement soil organic matter.
 - B) **Starter Solutions:** at field establishment.
 - C) **Blooming and Fruiting:** hormones based nutrient solutions induce bloom and bloom set. Also helps to prevent bloom abscission. Maximize yield potential in all situations.
 - D) **Fruit size, durability, taste:** Our foliar sprays insure that the crop reaches its maximum potential yield and quality in all situations.