Strawberry Breeding for Fresh and Ornamental market
ABZ Seeds
• Dutch breeding company of F1-hybrid strawberries, propagated by seed
• Introduction of first strawberry F1-hybrid in 1995
• During 20 years we introduced over 25 strawberry F1-hybrid varieties to the market
• Nowadays we ship F1-hybrid strawberry seeds to over 30 countries on 6 continents
• Breeding flavourful varieties for greenhouse production (14-21 years)
  – Sourcing genetic material (3-5 years)
  – Development of inbred lines (6-8 years)
  – Assessment of experimental F1 hybrids (3-5 years)
  – Registration and market introduction of F1 hybrid variety (2-3 years)
Fresh Market Production

Elan
Ornamental market

ABZ SEEDS
GOURMET STRAWBERRIES
• WHY Strawberries from SEED?

- CLEAN start, disease free
- F1 HYBRID > uniformity + high germination (90%)
- NO vernalisation required
- Day-length NEUTRAL > multiple seasons
- Ever-bearing > CONTINUOUS flower+fruit
- Large fruited + excellent TASTE
- Sweet and delicate FLAVOUR
Advantages of strawberry seed

• Disease free and reliable plant material
• Efficient logistics:
  – Easy transport due to low volume
  – 90% usable plants
  – Fewer phytosanitary barriers
  – Year-round production of plant material
Easy from PLUGS

7-8 weeks
4 weeks:
- maximise growth
- remove runners

6-7 weeks:
- Start flowering
- Remove first truss if necessary
Mature plant

- Large crown sustains more production
- Stems stretch above foliage
- As fruit sizes up stems bend
Strawberry F1 Culture:

• "Low" temperature, 20-29°C flowering
• High light, long days (min 14 hours)
• Sensitive to salts, especially seedling
• Regular watering (avoid small fruit)
• Regular feeding (avoid small fruit)
Elan F1

visual appeal
superb fruit quality
Biconical fruit
Balance of sugars/acid
Superb taste
Very high in Vitamin C

ideal for your farm shop, pick-your-own and local sales
where your direct consumer contact gives you a big advantage and brings them back for more!
Milan F1

- strong growing for field production
- ever bearer
- daylength neutral
- improved shelf life, improved productivity
- great taste

Direct marketing of Milan gives an optimal consumer's response.
Characteristics of ABZ varieties for Consumer Market

<table>
<thead>
<tr>
<th>Strawberry Variety</th>
<th>Fruit Yield *)</th>
<th>Fruit Weight **)</th>
<th>Sugar Content ***)</th>
<th>Vitamin C ****)</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1-Elan</td>
<td>+++</td>
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</tbody>
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*) Fruit Yield:  
++  500 – 750 Grams per plant  
+++  750 – 1.000 Grams per plant  
++++  1.000 – 1.250 Grams per plant  

**) Fruit Weight:  
++  10 – 18 Grams  
+++  12 – 22 Grams  
++++  14 – 25 Grams  

***) Sugar Content:  
++  8 – 11 ° Brix  
+++  9 – 12 ° Brix  
++++  10 – 13 ° Brix  

****) Vitamin C content:  
++  50 – 70 Mgr/100gr  
+++  60 – 80 Mgr/100gr  
++++  70 – 95 Mgr/100gr
THANK YOU

Welcome to the
HOLLAND
STRAWBERRY
HOUSE