

**ABZ SEEDS**  
GOURMET STRAWBERRIES



# 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





- **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*



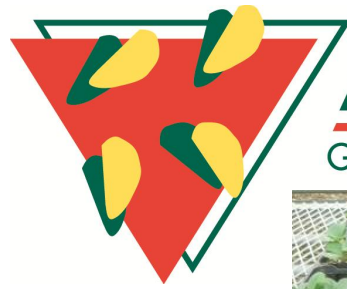
**Easy from PLUGS**



**7-8 weeks**



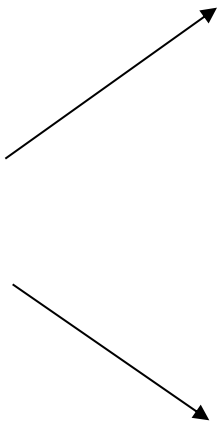




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- 4 weeks:**
- maximise growth
  - remove runners



- 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<sup>0</sup>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



Strawberry Variety	Fruit Yield *)	Fruit Weight **)	Sugar Content ***)	Vitamin C ****)
F1-Elan	+++	+++	++++	++++
F1-Milan	++++	++++	+++	+++

*) 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
****) Vitamine C content	++	50 – 70 Mgr/100gr
	+++	60 – 80 Mgr/100gr
	++++	70 – 95 Mgr/100gr





**THANK YOU**

**Welcome to the**

**HOLLAND**

**STRAWBERRY**

**HOUSE**