



# Acreage

Total California strawberry acreage decreased slightly to 37,425 acres for 2011. The reported decrease from 2010 is 184 acres or 0.5%

## 1. Watsonville/Salinas: 14,528 acres

Season: April – November

Varieties: Albion dominates at 58.1% and proprietary varieties account for 36.7% of the acreage. San Andreas represents 3.2% of this district's acreage.

## 2. Santa Maria: 10,180 acres

Season: March – December

Varieties: Proprietary varieties represent 28.2% of the acreage. Albion decreased to 43.6% and San Andreas increased to 17.7%. Camino Real planting decreased to 7.6% of the district's acreage.

## 3. Oxnard: 11,178 acres

Season: January – June (80.4% of the acreage), and September – December (19.6% acreage)

Varieties: Proprietary varieties dominate with 59.2% of the acreage. Ventana represents 11.5%. San Andreas reported an increase with 16.4% of the district's acreage.

## 4. Orange County/San Diego: 1,393 acres

Season: January – May

Varieties: The Camarosa variety is now 16.1% of the acreage. Ventana has decreased to 31.1% and is the most widely planted variety in the district. Palomar makes up 12.4% of the district.

## 5. San Joaquin: 147 acres

Season: February – June

Varieties: At 100%, Chandler is the only variety in this district. This district is committed primarily to the process market.

## Organic: 1,636 acres

Organic is 4.4% of state acreage. Organic acreage statewide decreased by 157 acres, with the majority of acreage in the Watsonville/Salinas area at 1,180 acres. Santa Maria reported 142 acres and Oxnard planted 252 acres. All major varieties contribute to the state's organic acreage, but proprietary varieties dominate at 53.5%.



## Varietal Information

California has several strawberry varieties in commercial production, each with its own characteristics, advantages and harvest time.

University of California varieties make up 60.0% of the total state acreage.

### Albion

This day-neutral variety has a high seasonal fruit production yield and good weather tolerance. Albion generally has a slightly lower spring peak and is less prone to a summer gap in production than other varieties. Consistently, Albion is large, conical, firm and very sweet with a bright red sheen and long shelf life. Albion is planted on 34.7% of the state's acreage and 29.7% of the organic acreage.

### Ventana

This short-day variety was available for the first time in 2002. Ventana produces fruit earlier in the season than other short day varieties and has excellent fruit quality. Ventana has bright red fruit, good flavor, shape and fruit size. Ventana accounts for 4.8% of the state's acreage and 2.7% of the organic acreage.

### San Andreas

San Andreas is a moderate day-neutral variety with a production pattern very similar to Albion. The fruit is exceptional in appearance; color is slightly lighter than Albion. The flavor of San Andreas is outstanding, very similar to that of Albion. This variety has a good disease resistance profile with no outstanding cautions. Typically high quality fruit early in the season, together with a low chilling requirement, make this a good candidate cultivar for southern California. This variety accounts for 11.9% of the state's acreage and 6.3% of the organic acreage.

### Camino Real

Camino Real is similar to Camarosa but fruit is produced later and there is a higher percentage of marketable fruit than Camarosa. Camino Real has excellent weather tolerance and is resistant to many strawberry plant diseases. If planted at the correct density per acre, the cultivar will produce more fruit per acre than Camarosa. The fruit is of high quality and fruit color is dark red, both externally and internally. It is an excellent berry for both the fresh market and for processing. Various cultural practices have been useful in stimulating a fall crop of high quality berries in the Santa Maria district. This variety accounts for 2.1% of the state's acreage.

### Monterey

Monterey is a day-neutral variety, with a similar production pattern to Albion. The fruit for Monterey is slightly larger but less firm than for Albion. Post harvest traits for Monterey are similar to those for Albion. Monterey has outstanding flavor with a distinct sweet aftertaste that is unique among California cultivars. Monterey has a good disease resistance profile, although it is susceptible to powdery mildew. Grown largely in the Oxnard district, Monterey accounts for 8.6% of that district's acreage, and 2.6% of the state's acreage.

### Proprietary/Other Varieties

Many farms in California grow proprietary varieties. Unlike the publicly available plants bred by the University of California, these varieties are grown primarily for each individual company. There is also a small percentage of other University varieties grown throughout the state. Together, proprietary and other varieties represent 46.6% of the state's acreage.

### Organic Trends

In 2010, all major reported varieties contributed to the state's organic acreage. Proprietary varieties dominate the mix, totaling 53.5% of the state's organic acreage. Albion accounts for 487 acres or 29.7%. Other varieties include: Ventana, 2.7%; Chandler, 1.3%; Monterey, 2.6%; San Andreas, 6.3%; and Portola, 1.5%.



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