

STRAWBERRIES

~High Profit Item
 ~Easy to Plant and Grow
 ~Short Crop Time: 2-4 Weeks

CONTAINERS RECOMMENDED FOR STRAWBERRIES:

8" Patio Tubs	8 Plants per Tub
6" Hanging Basket	3 Plants per Basket
4" Pots (Round & Square)	2 Plants per Pot
6 Unit, Jumbo Pak	1 Plant per Unit
18 Cells per 11"x 22" Flat	1 Per Cell
36 Cells per 11"x 22" Flat	1 Per Cell
48 Cells per 11"x 22" Flat	1 Per Cell



~Smaller Cells really limit shelf life.

~Open Flat ~ 36

~Prune roots to 1" to 2" maximum for easier planting.



QUANTITY/PRICES:

1,500 TO 24,000	\$.096
25,500 TO 99,000	\$.089
100,500 TO 249,000	\$.085
250,000 & UP	\$.080

QUANTITY PRICE FOR ORDERS PLACED AT THE SAME TIME.

ADDITIONAL SERVICES	
You may choose only 1 of the following:	
Bundled Plants	PreCut Plants
10 or 25 Plants per bundle	Pre-cut to 1.5" long
Add 1¢ per plant	Add 1.1¢ per plant

AVAILABILITY: YEAR ROUND, Price effective 12/1/17
PACK: 1500/CASE PER ONE VARIETY
MINIMUM: 1500 - ORDER IN MULTIPLES OF 1500
ROYALTY: Albion only – Add 1¢ per plant
TERMS: 2%/10 DAYS NET 30 DAY
F.O.B.: WATSONVILLE, CA
SHIP METHOD: FED EX, AIR FREIGHT,
 FEDEX FREIGHT OR CONWAY FOR LARGE
 QUANTITIES.



Kurt A. Messick

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 142 NORTH CENTRAL AVE.
 CAMPBELL, CA 95008

STRAWBERRIES

KOPPES MAXI



These plants are finest of any in the world. Grown bordering on Yosemite National Park in California's San Joaquin Valley. These plants are available year round.

VARIETIES

EVERBEARERS / DAY NEUTRAL

QUINAULT:

THE NO. 1 STRAWBERRY FOR HOUSE GARDENS.

Two weeks bench time at 60°F nights. 72°F days. 55°F nights and 65°F days figure 3 weeks. Best in pak, as medium size plant. Sits down tight on pak, flowers uniformly.

OZARK BEAUTY:

Three weeks bench time. Plants bear fruit all over U.S.A. and Canada. Ozark are smaller plants than the Quinault.

FT. LARAMIE:

This variety's plants are smaller than Quinault. At 60°F nights and 72°F days, figure three weeks on bench. Longer week if 55°F nights and 65°F days. Ft. Laramie is best variety for cold areas of U.S.A. and Canada - Dakotas, Minnesota, New York, Wisconsin, Montana, Wyoming (where bred), Vermont, Maine, New Hampshire, etc.

EVERSWEET™:

Fruits throughout Spring, Summer and Fall, even when temperatures are over 90°F. Most outstanding flavor, and works well in bedding plants packs and in hanging baskets. As our newest trademarked selection, it shows very good results all over the U.S.A.

SEASCAPE:

This variety produces very large, firm, sweet fruit with a medium to long conical shape. It is a very productive and disease-resistant variety ideal for gardens or containers. This day-neutral performs well in a wide variety of climates from Hawaii to California.

ALBION:

Bred by University of California, this new gold standard of the industry, in terms of flavor, is a day neutral cultivator. Albion is quite resistant to Verticillium wilt, Phytophthora and Anthracnose crown rot. When treated properly, it has tolerance to two-spotted spidermites. Southern California fruit growers are experimenting with early dug Albion as an alternative to Camarosa, Ventana and Palomar. Albion fruits consistently throughout the season. One downside is it produces many runners that must be cut to maintain high production.

JUNEBEARERS / SPRINGBEARERS

SEQUOIA:

THE NO. 1 SPRING BEARING STRAWBERRY.

Two weeks bench time at 60°F nights - 72°F days (longer when temperatures are lowered). This is an excellent variety for Southern states and California. Available: November 15th through July.

ÉCLAIR:

This new variety has early season productivity of medium-large, wedge shaped, *extremely* sweet berries, with hints of raspberry and citrus, with medium firm flesh. This variety is resistant or very tolerant of garden soil diseases. This gourmet berry is creating quite a stir at Farmers markets!

ALLSTAR:

Plants are somewhat smaller than Quinault. At 60°F nights and 72°F days, figure three weeks. Allstar is fine over all of U.S.A. and Canada.

HONEOYE:

Popular, versatile start that works well all over the U.S.A. and Canada. Heavy yields of very large, sweet fruit, and excellent winter tolerance. Honeoye is great for both the back yard and U-Pick operations.

CHANDLER:

The standard for the Southern California winter production and canning industry. Chandler produces semi-early sweet fruit. Fruit size is medium to large and medium in firmness. Tests indicate Chandler performs well in the East and may be adapted to the South. Three weeks to bloom.

THESE HYBRID DISEASE RESISTANT PLANTS ARE A REAL MONEY MAKER!!!!

HANGING STRAWBERRY BASKETS

Those who plant 3 strawberry plants in a 6" hanging basket and sell them in full blossom have had tremendous success.

Of course, the largest seller is Jumbo 6-pak Strawberry pack, then 2 plants in a 4" pot and last 6" hanging basket.

1. **Very important** to use 13-13-13 or similar Slo Release fertilizer. It must be Slo Release and the best results are obtained with Osmocote. Without Slo Release fertilizer hanging strawberry baskets have been a failure.
2. Do not use regular fertilizer through your watering system in addition to the Osmocote or you will burn the plants. Use only Slo Release Osmocote and water your 6" hanging baskets separately.
3. Plant special "MAXI-CROWNROOT STRAWBERRY STARTS" which were developed especially for hanging strawberry 6" baskets
4. Do not plan on selling strawberry baskets with ripe or green berries on the plants because they get crushed in shipment. Berries are picked off and eaten which both spoils the sale of the berry basket. Also, it takes too long in the greenhouse grow time
5. Sell 6" hanging baskets in full bloom and have none of the above problems. When the customer sees the blossoms they know fruit will follow soon
6. Figure 3 weeks from planting time to full blossom if 60 degrees at night time and 72 degree in the daytime.





STRAWBERRY PROGRAM



Bundled, Bare Root, Root Cut

PRODUCTS AVAILABLE

- Root Cut – bedding plant sales
- Bundled Plants – package sales
- Bare Root – U-pick and farm sales

CULTURAL INFORMATION

FINISH TIMES: (60° nighttime - 70° daytime)

- 6-paks – 2 to 3 weeks
- Hanging Baskets – 4 to 6 weeks

FERTILIZATION:

- Any balanced mix high in nitrogen or through water (but not both)
we recommend 10-10-10 or 15-15-15



Newly planted

PLANTING INFORMATION

HANGING BASKETS:

- 5 plants in a 10" basket
- 3 plants in a 6" basket
- Top dress with slow release fertilizer upon sale

4 INCH POTS:

- 2 plants per pot for faster finish time and best presentation

GALLON CONTAINERS:

- 3 plants per container

CELL PAKS:

- 806's, 606's, 4-paks or pony-paks



One week old 6 paks

PRODUCT INFORMATION

- Certified and tested
- Disease resistant hybrid runner stock
- High quality, low price
- Low freight cost (especially with root cut plants)
- Plants packed 1,500 per box, one variety per box
- Compact for ease of planting



3 weeks, ready to sell

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