**Adelanto**

"title": "Adelanto™ - Ultra Early Short Day Strawberry",

"paragraphs": [

"Adelanto™ leads ultra-early short strawberry production, generating impressive yields when seasonal prices reach their highest. This superior cultivar merges rapid vigor with outstanding processing potential, creating the perfect solution for growers focused on profit maximization.",

"Renowned for its rapid establishment and early fruit production, Adelanto™ produces attractive, well-sized berries with excellent shelf life characteristics. The variety's balanced sweetness and firm texture make it ideal for both fresh market and processing applications.",

"Engineered for peak performance, Adelanto™ showcases vigorous plant structure and resilient root systems that maintain steady production across the growing season. Its established resistance to Macrophomina and flexibility across growing systems, from field to greenhouse, guarantee reliable results in diverse environments.",

"From spring startup through harvest peak, Adelanto™ supplies the timing, quality, and financial gains that power thriving strawberry businesses. Capitalize on first-to-market advantages with established genetics and proven track record."

]

"performanceMetrics": {

"yield": "1,570 grams/plant",

"size": "35.3 grams",

"appearance": "3.5 average",

"firmness": "1.39 lb/in²"

},

"recommendations": {

"plantingDate": "Baja, MX: Sept 25, Oxnard, CA: Sept 30 - Oct 2",

"chill": "Adelanto benefits from 50-100 hours of inground chill, but it is not required. The plant will establish well given enough fertility. Excessive chill may delay the early harvest advantage.",

"fertility": "Pre-plant fertilizer recommendations include 450-550 lbs of 18-8-13 in sandy soils. Lighter applications may be sufficient in heavier soils. Early season nitrogen management is critical for maximizing early yields.",

"other": "Standard spray programs for powdery mildew, botrytis, and mites. Good resistance to Macrophomina and moderate resistance to Verticillium. Monitor closely for early season pests due to rapid early growth."

}

**Alhambra**

"title": "Alhambra™ - Premium Summer Plant Day-Neutral Strawberry",

"paragraphs": [

"Alhambra™ defines quality in summer plant day-neutral strawberry growing, producing remarkable flavor and consistency throughout extended harvest periods. This top-tier cultivar merges outstanding taste with dependable performance, creating the optimal solution for growers targeting quality and customer satisfaction in late season and winter markets.",

"Distinguished by its excellent flavor profile and consistently large fruit size, Alhambra™ maintains quality characteristics well into late fall and early winter. The variety produces fewer culls and performs exceptionally well under tunnel production systems, providing growers with flexible growing options.",

"For summer planting success, Alhambra™ features strong plant vigor and adaptive characteristics that ensure reliable performance across diverse growing conditions. Its moderate disease resistance package and proven genetics provide the foundation for successful late-season strawberry operations.",

"From establishment to harvest, Alhambra™ provides the taste, quality, and reliability that characterize elite strawberry production. Discover the benefits of advanced genetics crafted specifically for summer plant day-neutral systems."

]

"performanceMetrics": {

"yield": "1326 grams/plant",

"size": "33.7 grams",

"appearance": "Excellent",

"firmness": "Good"

},

"recommendations": {

"plantingDate": "Santa Maria: May 1 - June 15, Oxnard: June 15 - July 15",

"chill": "If used as a fall plant, rather than a frigo-planting, Alhambra benefits from significantly more chill than typical day-neutral varieties. We recommend at least 500 hours in-ground and 14 days supplemental.",

"fertility": "Summer plant fertilizer programs should emphasize establishment nutrition. Recommend 400-500 lbs of balanced fertilizer for initial plantings, with regular feeding programs throughout the growing season.",

"other": "No special spray requirements. Follow standard programs for powdery mildew, botrytis, and mites. Moderately resistant to Fusarium and Macrophomina. Performs exceptionally well under tunnel systems."

}

}

**Alturas**

"title": "Alturas™ - Premium Day-Neutral Strawberry",

"paragraphs": [

"Alturas™ stands at the forefront of day-neutral strawberry development, achieving outstanding results throughout extended harvest seasons. This top-tier cultivar balances strong yields with excellent fruit quality, providing commercial growers with reliable consistency and profitability.",

"Distinguished by its vibrant, attractive berries that maintain size and quality throughout the season, Alturas™ offers excellent shelf life and shipping characteristics. The variety's balanced flavor profile and striking visual appeal make it a favorite among both growers and consumers.",

"Built for efficiency, Alturas™ features an open plant architecture that facilitates easy harvesting while reducing labor costs. Its strong disease resistance package and adaptive growing characteristics ensure reliable performance across diverse growing conditions and climates.",

"From planting through harvest, Alturas™ provides the quality, dependability, and financial returns that characterize thriving strawberry enterprises. Discover how innovative development and tested genetics can transform your production system."

]

"performanceMetrics": {

"yield": "3,955 grams/plant",

"size": "36.5 gram average",

"appearance": "3.9 / 5.0",

"firmness": "1.1 lb/in²"

},

"recommendations": {

"plantingDate": "Santa Maria: Oct 15 - Oct 30, Salinas/Watsonville: Oct 25 - Nov 15",

"chill": "As with most day-neutrals, supplemental chill can improve quality. We recommend between 10-15 days of supplemental chill. Increased levels of chill, up to 25 days slightly increase firmness and appearance during the peak. However, plants with too much chill will become larger and difficult to manage late in the season.",

"fertility": "We recommend pre-plant fertilizer. Ranges vary, but between 500 and 600 lbs of 18-8-13 is sufficient in sandy soils. Heavier soils will require less fertilizer. A regular fertilizer regime during the fruiting season will depend on ranch specific requirements.",

"other": "No special requirements. Follow standard sprays for powdery mildew, botrytis, and mites. Strong resistance to Fusarium. Moderately resistant to Macrophomina. Moderately susceptible to Verticillium."

}

}

**Artesia**

"title": "Artesia™ - Premium Organic Day-Neutral Strawberry",

"paragraphs": [

"Artesia™ stands at the forefront of organic strawberry cultivation, generating impressive yields and quality in chemical-free growing systems. This elite day-neutral cultivar merges superior performance with complete disease resistance, creating the perfect solution for organic growers focused on productivity and dependability.",

"Recognized for its exceptional results in organic growing systems, Artesia™ reliably produces strong yields, outstanding fruit quality, and robust plant vigor across field evaluations. Organic operators consistently report enhanced outcomes versus other commercial cultivars, especially regarding marketable harvest, firmness, and visual appeal.",

"Artesia™ offers robust resistance or moderate resistance to all major soil-borne pathogens affecting California strawberry production. This comprehensive disease resistance package reduces field losses and simplifies disease management for organic growers, providing reliable performance across diverse growing conditions.",

"From planting to harvest, Artesia™ provides the production, quality, and disease protection that characterize thriving organic strawberry enterprises. Discover the benefits of genetics purposefully engineered for sustainable, chemical-free growing systems."

]

"performanceMetrics": {

"yield": "3,133 grams per plant",

"size": "29.4 gram",

"appearance": "3.2 / 5.0",

"firmness": "1.17 lb/in²"

},

"recommendations": {

"plantingDate": "Santa Maria: Oct 15 - Oct 30, Salinas/Watsonville: Oct 25 - Nov 15",

"chill": "Plant performs better with supplemental chill. We recommend 2-3 weeks, particularly under organic conditions. Bloom set is early - begin bloom removal and sprays accordingly.",

"fertility": "Organic fertilizer programs should emphasize soil health and gradual nutrient release. Recommended organic fertilizer rates depend on soil conditions and organic matter levels. Regular soil testing recommended for organic systems.",

"other": "Excellent for organic production systems. Strong resistance to Fusarium, moderate resistance to Macrophomina, Verticillium, and Colletotrichum. Minimal disease expression across major soil-borne pathogens. Follow organic-approved spray programs."

}

}

**Belvedere**

"title": "Early Yielding Excellence",

"paragraphs": [

"Belvedere produces early yields as a short-day variety, featuring firm, evenly colored, premium fruit that achieves outstanding market results. This robust cultivar merges excellent flavor with elevated brix content, creating perfect versatility for fresh market and processing uses.",

"The variety stands out for its excellent shelf-life and ship-ability characteristics, ensuring fruit maintains quality from field to consumer. Belvedere's robust plant architecture performs best on darker row-mulch with less fertility, making it an efficient choice for sustainable production systems.",

"With strong resistance to Macrophomina and moderate resistance to Verticillium and Phytophthora, Belvedere offers reliable disease protection while delivering consistent yields. The variety's early harvest timing and premium fruit quality make it an excellent choice for growers seeking market advantage.",

"From initial harvest in late December through peak season, Belvedere supplies the reliability, quality, and disease protection that characterize profitable strawberry ventures. Capitalize on early market positioning with established genetics and proven track record."

]

},

"performanceMetrics": {

"yield": "1,696 grams/plant",

"size": "34.8 grams",

"appearance": "Excellent",

"firmness": "1.53 lb/in²"

},

"recommendations": {

"plantingDate": "Oct 1 - Oct 5 (Oxnard), Oct 1 (Baja)",

"chill": "As a short-day variety, Belvedere benefits from natural chilling periods. Plant in fall for optimal spring production.",

"fertility": "Pre-plant fertilizer: 400 lbs of 18-8-13. Vigorous plant - manage with less fertilizer and cooler row-mulch. Apply 3 lbs of N per week after first bloom.",

"other": "Begin sprays for botrytis after first bloom appearance. Apply standard powdery mildew sprays. Performs best on darker row-mulch with reduced fertility."

}

}

**Brisbane**

"title": "Moderate Day-Neutral with Excellent Appearance and Superior Taste",

"paragraphs": [

"Brisbane is a moderate day-neutral with excellent appearance. It is a larger plant, with fruit of similar firmness and size compared to other commercially available cultivars. In taste-tests Brisbane consistently ranks near the top.",

"Disease resistance is a key strength with strong resistance to Fusarium and moderate resistance to Macrophomina and Verticillium. The variety performs better with more chill, requiring at least 2 weeks supplemental chill for optimal performance.",

"Brisbane demonstrates consistent performance across trial conditions with reliable yield patterns from April through October."

]

"performanceMetrics": {

"yield": "3,128 grams/plant",

"size": "30.2 grams",

"appearance": "3.6 / 5.0",

"firmness": "1.21 lb/in²"

},

"recommendations": {

"plantingDate": "Oct 15 - Oct 30 (Santa Maria), Oct 25 - Nov 15 (Salinas/Watsonville)",

"chill": "Performs better with more chill. At least 2 weeks supplemental chill required for optimal performance.",

"fertility": "Standard fertility program. Regular fertilizer regime during fruiting season will depend on ranch specific requirements.",

"other": "Strong resistance to Fusarium, moderate resistance to Macrophomina and Verticillium. General market availability as of 2024."

}

}

**Carpinteria**

"title": "High-Yielding Day-Neutral with Superior Disease Resistance",

"paragraphs": [

"Carpinteria is a high-yielding day-neutral with even-colored, glossy, large fruit. Flavor is good. Early and late yields are higher than controls, while the summer peak is more moderate than Alturas. Fruit is firmer than Alturas and Monterey and maintains good size in the summer.",

"Fertilizer recommendations include pre-plant fertilizer with ranges varying by location, but between 500 and 600 lbs of 18-8-13 is sufficient in sandy soils. Heavier soils will require less fertilizer. A regular fertilizer regime during the fruiting season will depend on ranch specific requirements.",

"The variety shows strong resistance to Fusarium, moderate resistance to Macrophomina and Verticillium. For supplemental chill, as with most day-neutrals, supplemental chill can improve quality. We recommend between 1-2 weeks of supplemental chill. Plants with too much chill will become larger and difficult to manage late in the season.",

"No special spray requirements. Follow standard sprays for powdery mildew, botrytis, and mites. Availability for 2025 is limited at California nurseries, with wider availability expected for fall 2026 planting."

]

},

"performanceMetrics": {

"yield": "3,531 grams/plant",

"size": "33.8 grams",

"appearance": "4.0 / 5.0",

"firmness": "1.2 lb/in²"

},

"recommendations": {

"plantingDate": "Oct 15 - Oct 30 (Santa Maria), Oct 25 - Nov 15 (Salinas/Watsonville)",

"chill": "As with most day-neutrals, supplemental chill can improve quality. We recommend between 1-2 weeks of supplemental chill. Plants with too much chill will become larger and difficult to manage late in the season.",

"fertility": "We recommend pre-plant fertilizer. Ranges vary, but between 500 and 600 lbs of 18-8-13 is sufficient in sandy soils. Heavier soils will require less fertilizer. A regular fertilizer regime during the fruiting season will depend on ranch specific requirements.",

"other": "No special requirements. Follow standard sprays for powdery mildew, botrytis, and mites."

}

}

**Castaic**

"title": "High-Yielding Short-Day Leader",

"paragraphs": [

"Castaic is a high-yielding short-day variety with even-colored, firm, large fruit. Flavor is good with no color issues after the peak, and skin remains firm throughout the season. The variety demonstrates impressive yield potential with strong production consistency.",

"With its larger plant structure, Castaic maintains plant size with dark plastic and lower fertility management. The cultivar shows excellent adaptability to various growing conditions while delivering premium fruit quality that meets market demands.",

"Performance trials demonstrate Castaic's superior yield potential, with cumulative production reaching 8,896 trays per acre by season end. The variety outperforms standard cultivars in total yield while maintaining excellent fruit firmness and appearance scores.",

"Current testing suggests Castaic is moderately resistant to most soil-borne diseases, with further data becoming available soon. The variety represents the next generation of high-performance short-day cultivars for California growers."

]

},

"performanceMetrics": {

"yield": "1,812 grams/plant",

"size": "40.2 grams",

"appearance": "3.9 / 5.0",

"firmness": "1.3 lb/in²"

},

"recommendations": {

"plantingDate": "Oct 1 - Oct 5 (Oxnard), Oct 1 - Oct 15 (Santa Maria)",

"chill": "As with most short day strawberries it is difficult to accumulate chill from the nursery. While we test low to no-chill plants, most short-days will suffer yield gaps if planted too early. We recommend a standard planting window, similar to Fronteras.",

"fertility": "We recommend pre-plant fertilizer. Ranges will vary by location, but on the low to moderate side. Heavier soils will require less fertilizer. A regular fertilizer regime during the fruiting season will depend on ranch specific requirements.",

"other": "No special requirements. Follow standard sprays for powdery mildew, botrytis, and mites."

}

}

**Sweet Carolina**

"title": "Early Yielding Day-Neutral with Strong Disease Resistance",

"paragraphs": [

"Sweet Carolina is an early yielding day-neutral with firm, medium-large sized fruit and good flavor. Taste test results suggest flavor on-par with Ruby June, with overall appearance being better and demonstrating excellent rain tolerance.",

"Disease resistance is a key strength with strong resistance to both Fusarium and Phytophthora. This dual resistance profile makes Sweet Carolina particularly valuable for operations dealing with soil-borne disease pressure.",

"The variety shows consistent performance with first harvest in North Carolina typically occurring in mid-March, depending on location and year. The planting date recommendation for North Carolina is approximately October 10th.",

"Limited availability of clean stock is planned for grower trials in 2025, with full scale commercial availability beginning in the 2026 season, providing growers time to evaluate performance in their specific growing conditions."

]

},

"performanceMetrics": {

"yield": "26.2t/ha",

"size": "24.7g",

"appearance": "Excellent",

"firmness": "High"

},

"recommendations": {

"plantingDate": "~ October 10 (North Carolina)",

"chill": "Standard day-neutral chill requirements. Performance optimized with adequate winter chill accumulation.",

"fertility": "Standard fertility program suitable for day-neutral strawberries. Adjust based on soil test results and regional recommendations.",

"other": "Strong resistance to Fusarium and Phytophthora. Limited availability of clean stock for grower trials in 2025. Full scale commercial availability will begin in the 2026 season."

}

}