

# Strawberries

Information compiled by the California Strawberry Commission

**How Produced** – Strawberries thrive along California’s coast because western ocean exposure and Pacific winds insulate the fields from extreme temperatures and weather, providing the ideal conditions for growing strawberries almost year-round. Strawberry plants are grown in stock nurseries and then transplanted into fields where they grow for another three months before they begin producing fruit. Strawberries are grown all year long in California, with the peak strawberry season occurring in April, May and June when volume rises from about a million trays per week to seven million trays. That is about 60 million pounds per week.

All strawberries are picked, sorted and packed in the field by hand. Trays of strawberries are then rushed to shipping facilities where they are cooled to 32°F. Within 24 hours of harvest, fresh market strawberries are loaded on refrigerated trucks for delivery across the country. This unique and sophisticated distribution system ensures this highly perishable fruit reaches consumers in fresh-from-the-field condition.

**History** – This luscious fruit can be traced back as far as the Romans, and perhaps even the Greeks. Medieval stonemasons carved strawberry designs on alters and around the tops of pillars in churches and cathedrals, symbolizing perfection and righteousness. During the same time period, strawberries were served at important state occasions and festivals to ensure peace and prosperity.

The most common explanation for how the strawberry got its name is that children in the nineteenth century threaded the berries into straw and offered them for sale. Fresh strawberries began to flourish in California in the 1950s due to improved cultural technologies. California strawberry farmers were also one of the first agricultural groups to adopt innovative drip irrigation technology for water conservation.

**Varieties** – Different varieties are suited to particular climates and growing regions. Southern California varieties are adapted for warmer temperatures and shorter daylight hours for early fruit production. Northern varieties have been selected for a longer production cycle, which extends through the fall. For more than 40 years, commercial varieties have been developed by pomologists at the University of California. Successes

include the development of new commercial strawberry varieties now grown throughout the world and precedent-setting solutions to disease and pest control. Many strawberry farmers have implemented Integrated Pest Management (IPM) programs on their farms to help control pests using fewer pesticides.

**Commodity Value** – Strawberries are among the top five most frequently consumed fruits, and strawberry consumption is steadily increasing. In fact, one in five families report eating more strawberries in the past year than previous years.

In 2009, strawberries produced in California accounted for 87 percent of the U.S. strawberry supply. Nearly 37,000 acres are devoted to strawberry production

in California. Canada, Mexico and Japan are primary export markets for fresh California strawberries. Today, strawberries represent a \$2.1 billion industry in California.

**Top Producing Counties** – California produces 87 percent of the nation’s fresh and frozen strawberries, harvesting more than a billion pounds of fruit annually. The leading counties in strawberry production include Santa Barbara, Orange, Ventura, San Diego, Monterey, Santa Cruz, Fresno and San Luis Obispo.

**Nutritional Value** – California strawberries are called a nutritional super food because they are an excellent source of antioxidants including vitamin C, and are a source of potassium, folate and fiber. One serving of California strawberries has only 45 calories and 140 percent of the recommended daily allowance of vitamin C. Additionally, strawberries are naturally low in sugar, making them a naturally sweet super fruit for every day. The latest nutrition research has found that eating eight California strawberries a day may improve memory, and reduce the risk of heart disease and some cancers.

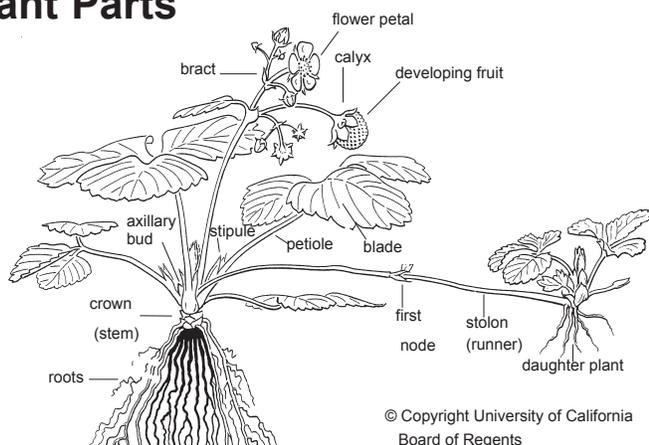
**For additional information:**

California Strawberry Commission  
Post Office Box 269  
Watsonville, CA 95077  
(831) 724-1301  
Fax: (831) 724-5973  
Website: [www.californiastrawberries.com](http://www.californiastrawberries.com)



# Strawberry Activity Sheet

## Plant Parts



© Copyright University of California Board of Regents

## Growing Season and Peak Production

		JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC
CENTRAL COAST and SANTA MARIA VALLEY*	Winter Plantings (short-day)												
	Winter Plantings (day-neutral)												
	Summer Plantings												
	Second Year												
SOUTHERN CALIFORNIA and OXNARD PLAIN*	Winter Plantings												
	Summer Plantings												

\* Strawberries are also grown in the San Joaquin and Central Valleys

### Lesson Ideas

- Create a map of California highlighting the major counties where strawberries are grown.
- Estimate the number of seeds on a strawberry and devise a simple method for determining the number of seeds.
- Calculate the surface area and volume of a strawberry.
- Discuss different pests that affect strawberry production and methods for controlling these pests.
- Devise a method of estimating the quantity of strawberries produced on an acre of land.
- Write a paper entitled, "California—The Strawberry Capitol of the United States." Use [www.calstrawberry.com](http://www.calstrawberry.com) for your research.
- Discuss the advantages and disadvantages of hand and machine harvesting. Invent a machine to harvest strawberries.
- Analyze the economic impact export markets have on the California strawberry industry.

### Fantastic Facts

1. How many seeds are on the average strawberry?
2. Are strawberries harvested by machine or by hand?
3. How are strawberries typically propagated?
4. What percent of the recommended daily allowance for vitamin C does one serving of strawberries contain?
5. Do strawberries ripen after picking?
6. How many U.S. states have a town named Strawberry?
7. How many pounds of strawberries can be picked in California in one week during peak production?
8. How many tons of strawberries can an average acre of California farmland produce?
9. Are strawberries annual or perennial plants?
10. What percentage of the strawberries produced in the U.S. are grown in California?

1) 200 2) By hand 3) Vegetative reproduction 4) 140 percent for one serving of eight medium-sized strawberries 5) No 6) 3: Arkansas, Arizona and California 7) 50 million pounds 8) 21-27 tons 9) They are perennials, but are often planted annually 10) 87 percent

### Lesson Plan: Make Your Own Strawberry Leather

**Introduction:** Strawberries can be used to make several tasty and nutritious snack foods. This lesson uses strawberries to teach students measuring, shaping, food processing and food safety skills.

**Materials:** Strawberries (1½ cups per group of 4 students), light corn syrup, lemon juice, jelly roll pan, blender or food processor, plastic wrap.

#### Procedure:

1. Place 1½ cups of clean strawberries in a blender or food processor and process until smooth.
2. Stir in ½ teaspoon lemon juice and 1½ teaspoons light corn syrup.

3. Line a jelly roll pan with heavy-duty plastic wrap, taping the plastic wrap to the corners of the pan with masking tape.
4. Pour the strawberry mixture into the pan, spreading evenly. **Leave at least a one-inch margin on each side.**
5. Dry in an oven at 150°F for seven to eight hours or until the surface is dry and no longer sticky.
6. Remove the leather and plastic wrap from the pan while still warm (hands must be clean and dry) and roll up in a jelly roll fashion. Cut into logs and store in plastic wrap for a maximum of five days. Have the students take their strawberry leather home or enjoy it as a class snack.

