

HAVE YOU EATEN THIS PLANT BEFORE?



 swipe to find out

YOU VERY LIKELY HAVE!



swipe to learn more

STRAWBERRY

MADE BY NATURE - GUIDED BY US

**THE WILD STRAWBERRY ANCESTORS HAD
TINY, SOFT, INTENSELY AROMATIC BERRIES WITH
LOW YIELD AND SHORT SHELF LIFE, DELICIOUS BUT
DELICATE, GROWING SPARSELY IN FOREST EDGES
AND MEADOWS.**



THOUSANDS OF YEARS LATER



**THROUGH DOMESTICATION & GENERATIONS OF CAREFUL
SELECTION, HUMANS DEVELOPED THE MODERN
STRAWBERRY WE KNOW TODAY:
LARGE, SWEET, FIRM, JUICY BERRIES WITH HIGHER
YIELDS AND LONGER FRESHNESS
READY FOR US TO ENJOY.**

OLD TRAITS

- Very small berries
- Soft, delicate texture
- Intense aroma
- Low yields and sparse fruiting
- Short shelf life
- Non-uniform fruit size and irregular shapes



NEW TRAITS

- Large, uniform berries
- Firm flesh for better shipping
- Sweeter, consumer-friendly fruit
- High yields and multiple harvests
- Longer shelf life
- Wide variety of colors, shapes & uses



WHY WE CAN'T STOP HERE!

MODERN BREEDING IS STILL NEEDED TO
DEVELOP STRAWBERRY THAT
ADDRESS TOMORROW'S NEEDS BECAUSE:

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- Heat & drought reduce fruit size, firmness, and color.
 - Strawberry-specific diseases (Botrytis, anthracnose, powdery mildew) remain a major threat.
 - Heat and stress can reduce aroma and sweetness.
 - Soft fruit & bruising limit handling, transport, and shelf life.
 - Uniformity (size, shape, ripening) still needs improvement.
 - Consumer demand is growing for sweeter, firmer, more aromatic berries with longer freshness.

BECAUSE THE STRAWBERRIES WE ENJOY TODAY WEREN'T BUILT FOR
CURRENT AND FUTURE GROWING CONDITIONS. BREEDING GIVES US
STRAWBERRIES THAT STAY FIRM, FLAVOURFUL, AND RESILIENT, EVEN
IN RISING TEMPERATURE.