

# **New NCSU strawberry varieties Rocco and Liz**

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Rocco Schiavone, Guillermo Chacon  
Strawberry Pre-plant Meetings  
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# Introducing...

## Rocco



## Liz



# Rocco (NCS10-156)



# Rocco

- Early season – short day strawberry
- Very nice appearance
- Uniform conical fruit with red glossy exterior and light interior
- Yield higher than SC
- Good fruit size 18 g
- Can be soft like Chandler
- More suitable for local market
- Sweet Charlie alternative (w/higher yield)
- **The one we all like to eat!!!**

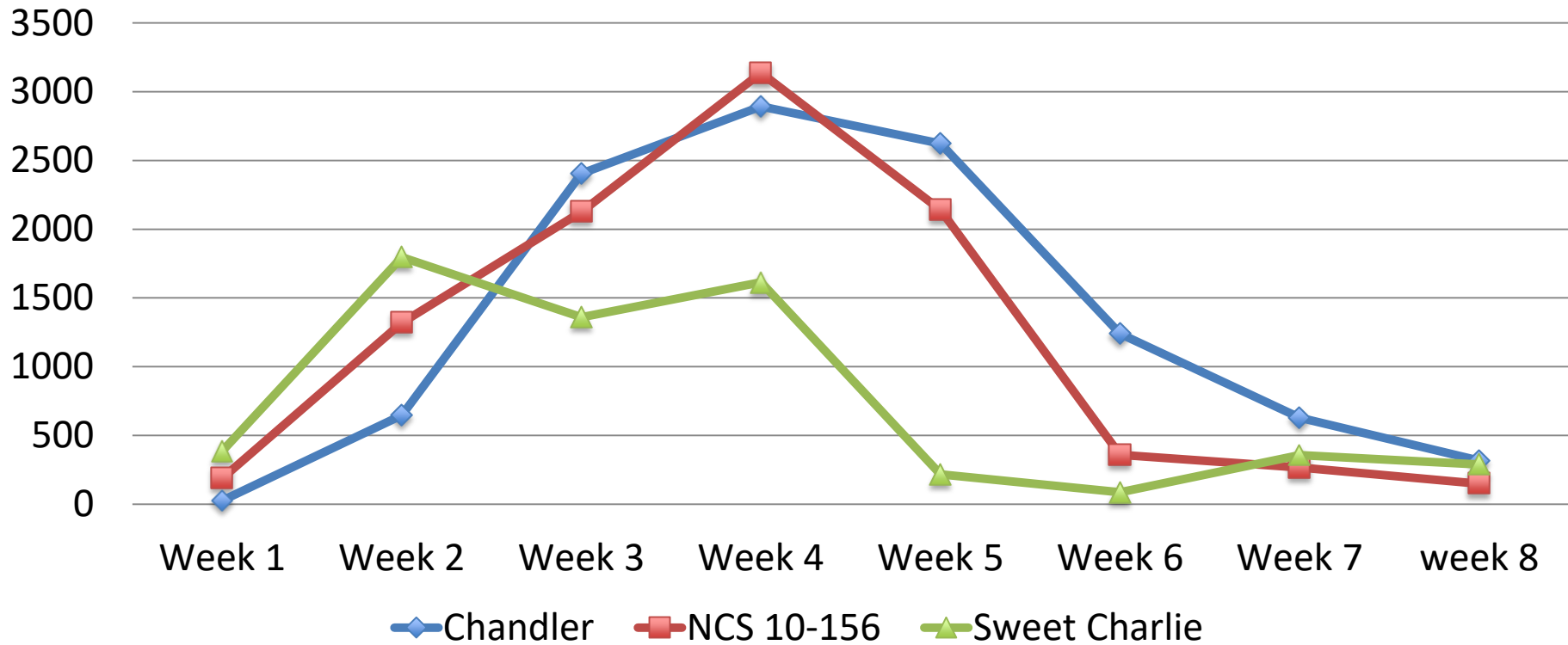
# Liz (NCS 10-038)



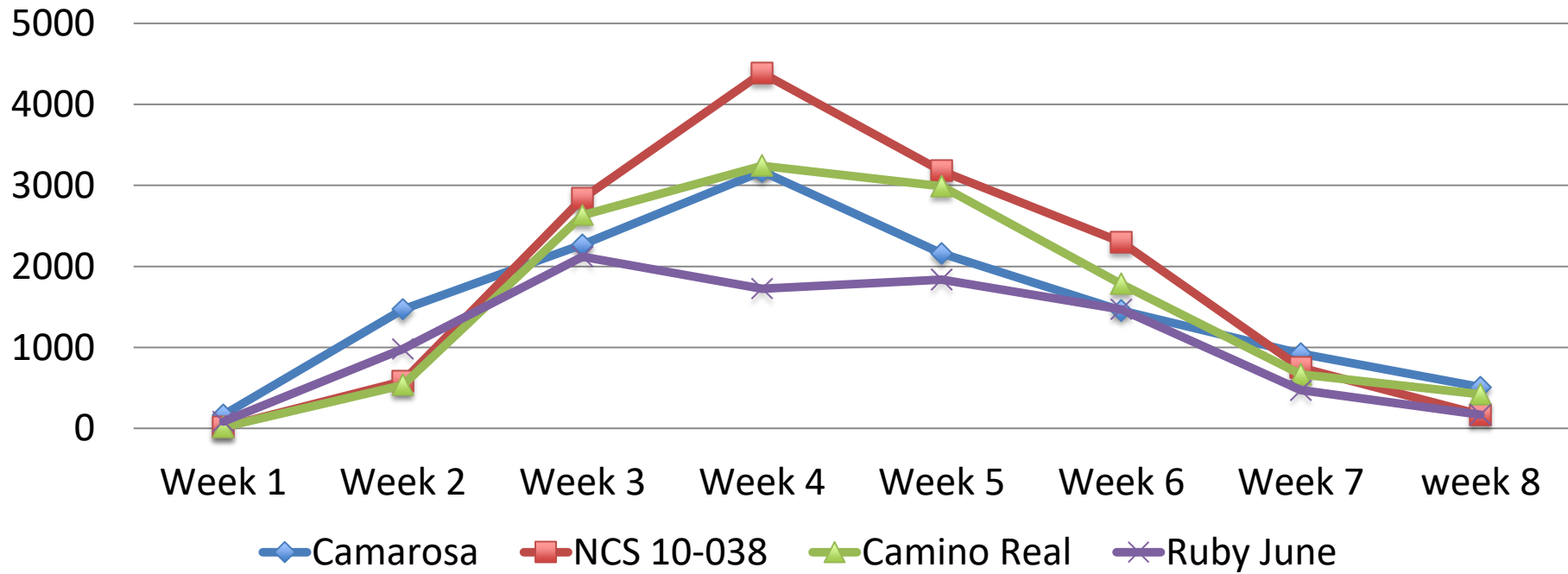
# Liz

- Mid to late season-short day strawberry
- Yield higher than all others
- Uniform blunt conical fruit with firm flesh and light red exterior and interior
- Moderately vigorous plant, open growth habit
- Consistent year-to-year production
- Peak production week 4
- Camarosa alternative
- **Highest yield compared to all others**

### CCRS Marketable Yield g/plot



### Weekly Marketable Yield CCRS g/plot





**Total yield, marketable yield, percent marketable yield and average berry weight. Central Crops Research Station (CCRS), Clayton, NC 2017-18.**

Genotype	Total Yield (g/plant)	Total Yield (lbs/A)	Marketable Yield (g/plant)	Marketable Yield (lbs/A)	Percentage Marketable Yield (% of total)	Marketable Percent of Chandler	Average berry weight (g)
LIZ	1014	38906	678	26013	67%	169%	19.05
Camino Real	756	29020	503	19299	67%	126%	17.54
Chandler	670	25698	400	15354	60%	100%	17.48
NC17-003	663	25454	396	15213	60%	99%	16.57
Sweet Ann	561	21541	328	12576	58%	82%	31.82
Camarosa	560	21474	265	10156	47%	66%	15.34
Florida Beauty	453	17397	261	11624	67%	65%	17.48
ROCCO	450	17269	274	10533	61%	69%	15.76
NC17-005	438	16828	242	9269	55%	60%	14.25
Sensation	428	16444	278	10667	65%	69%	20.75
Ruby June	391	14996	261	10030	67%	65%	17.73
NC17-006	280	10731	172	6586	61%	43%	20.5
Non replicated selections							
NC17-001	981	37638	624	23941	64%	156%	17.3
NC17-002	451	17309	315	12079	70%	79%	24.2

# Availability

- **Norton Creek Nursery**
  - Aarons Creek - sold out
  - Fresh-Pik - few available
  - McNitt Farms - sold out
  - Springs Farm/Ron Edwards - ?
  - Austin Wrenn – few available

# Thank-you



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and Life Sciences

**the  
Southern Region**  
small fruit consortium

