

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!!!**

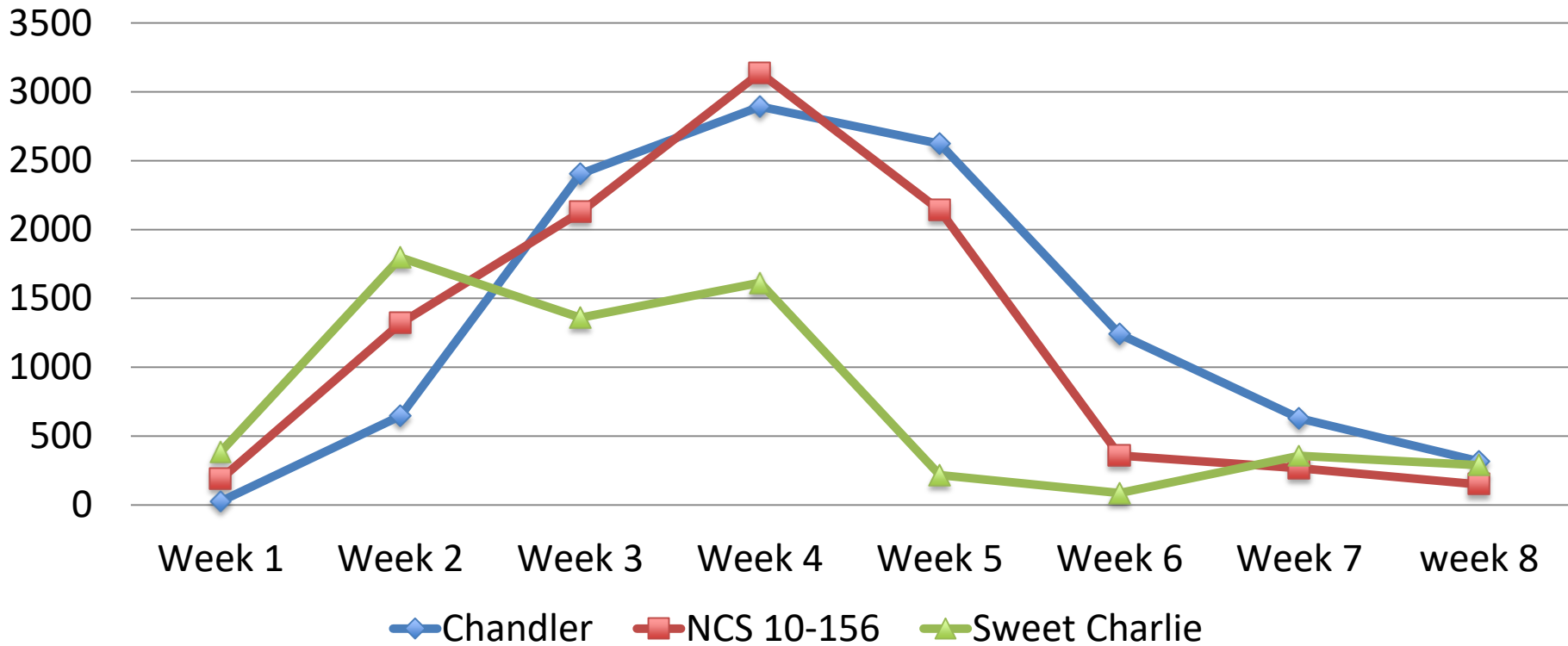
Liz (NCS 10-038)



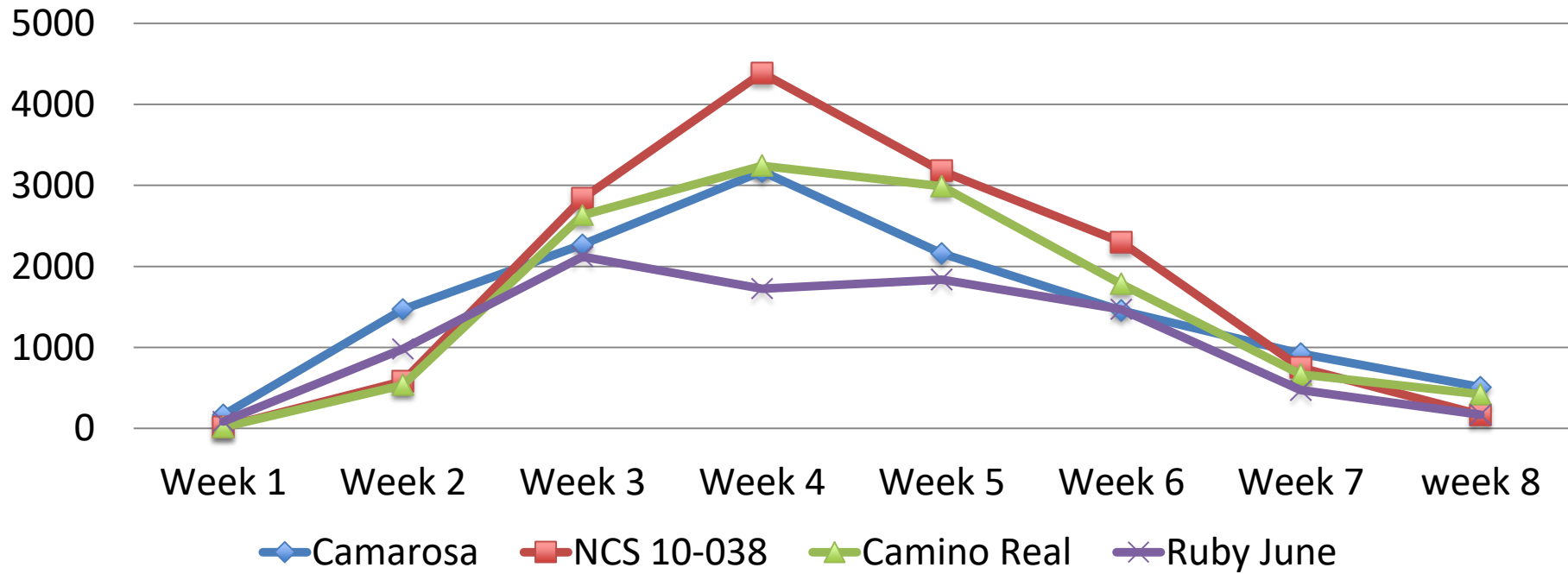
Liz

- 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



Fruit weight, percent cull, marketable and total yield of strawberry cultivars, Central Crops Research Station, Clayton NC.

Cultivar	Fruit wt (g/z)				Cull (%)				Marketable wt (lbs/acre)				Total wt (lbs/acre)			
	2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018	2015	2016	2017	2018
Liz	23	18	24	19	6	10	35	41	23624	27319	23863	19329	25013	30141	37631	32227
Chandler	20	14	21	18	14	19	42	39	23136	20705	13128	15493	26794	25698	22481	25839
Rocco	20	15	20	16	10	13	20	40	16709	18609	16834	10494	18606	21407	20857	17232
Camarosa	20	18	23	15	37	9	29	54	6169	23297	20560	10009	9642	25628	29694	21331
Sweet Charlie	17	14	20	NA	10	10	17	NA	9870	11729	17325	NA	10923	12946	20852	NA

LIZ: Average marketable yield = 1.4 lbs/plant
 ROCCO: Average marketable yield .9 lbs/plant

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



**NC STATE
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College of Agriculture
and Life Sciences

**the
Southern Region**
small fruit consortium