

Strawberry Trial — Late Season Profits



The California strawberry harvest usually ends in early August, because of lower yields due to stress, disease and nutrient deficiencies. This year, producers using higher rates of Pacific Gro extended harvest by over 1 month, and captured higher yields, and higher prices.

During the Covid Crisis, berries became very cheap; but now they are a very good price. The extended harvest helped overcome the loss of income during the harvest season.

Higher application rates of Pacific Gro developed healthier plants by improving nutrient availability and stimulating natural growth hormones.

So high quality berry production continued longer than usual, which was very profitable for the grower.



This is a field of conventional strawberries near Santa Maria, central California coast region. Pacific Gro was applied 5 times during the season, by drip lines, at either 1 gallon or 2 gallons per application.

Note the difference in foliage quality

5 gal/acre rate

vs.

10 gal/acre rate

