



KEY VARIETY FEATURES

- Open field summer production
- Strong plant with high weather resistance
- Gourmet strawberries

ROWENA

Type: Strawberry F1 Hybrid



Description	
Species	Fragaria x ananassa Duch
Family/Origin	Rosaceae/North & South America
Life cycle	Strong everbearing / dayneutral
Plant type	Open, very vigorous, multicrown
Plant diameter - cm (in)	25-30 (10-12)
Peduncle length outside of canopy - cm (in)	15 (6)
Fruit type	Bright red, sweet - light sour, conical
Fruit yield per plant - kg (lb)	1-1.25 (2.2-2.76)
Fruit weight - g (oz)	14-25 (0.49-0.88)
Sugar content (° Brix)	8-11

Variety Description:

This F1 hybrid strawberry plant is high yielding with good weather resistance, making it an ideal variety to grow in open field culture. Rowena is raised from a non-chemically treated seed in the UK, typically producing a 12 week-old healthy disease-free plant. As a variety with strong root growth and plant vigour, it is important to harden for 10 days upon receiving.

The plant is raised in coir in a 40 or 60 cell tray. For early harvest, do not remove the first flower truss. The first harvest should be 2-3 months after planting.

Advice for cultural practice: Information provided by ABZ Seeds, in any way whatsoever, is without commitment. The buyer itself must determine whether the goods and information are suitable for the intended growth and/or can be used in the local conditions. Product illustrations: All varieties shown were grown under favourable conditions. Identical results are not guaranteed, nor implied for all growing conditions. All varieties are protected by PBR/PVP.

Fruit Production – Open Field Culture	
Plant profile at transplanting	Vegetative, min. root volume 100cc
Plant density (plants/ha)	(Two rows on raised beds. 50cm in row x 40cm between rows) 30,000-40,000
Fruiting period (weeks)	12-16

Production Schedule												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Open Field												

Sowing period
 Open Field Transplanting - first harvest
 Open Field Harvest period

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