Taste panel evaluation of strawberries from ten cultivars

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May 2018

‘Allstar’
‘Chandler’
‘Earliglow’
‘Flavorfest’
‘Rutgers Scarlet’
‘Albion’
‘Monterey’
‘Portola’
‘San Andreas’
‘Seascape’
Like an apple peel

Like a cucumber slice inside the peel

"Juiciness"
What is strawberry “quality”

Overall quality correlations

- Sweetness \( (R^2 = 0.87, P<0.0001) \)
- Strawberry flavor \( (R^2 = 0.87, P<0.0001) \)
- Overall flavor \( (R^2 = 0.86, P<0.0001) \)
- Fruity aroma \( (R^2 = 0.84, P<0.0001) \)
- Strawberry aroma \( (R^2 = 0.78, P<0.0001) \)
- Overall texture \( (R^2 = 0.72, P<0.0001) \)
- Overall aroma \( (R^2 = 0.62, P<0.0001) \)
- Juiciness \( (R^2 = 0.59, P<0.0001) \)
Overall flavor intensity (panel)

- Flavorfest, a
- Albion, ab
- Earliglow, bc
- Allstar, bcd
- Rutgers Scarlet, bcd
- Monterey, bcd
- San Andreas, bcd
- Chandler, bcd
- Seascape, cd
- Portola, d
Strawberry flavor intensity (panel)

- Flavorfest, a
- Allstar, b
- Earliglow, b
- Albion, b
- Rutgers Scarlet, bc
- Monterey, bc
- Chandler, bc
- Seascape, bc
- San Andreas, bc
- Portola, c
Flavorfest, a
Earliglow, ab
Portola, ab
Allstar, ab
Chandler, ab
Albion, ab
Monterey, ab
Rutgers Scarlet, ab
Seascape, ab
San Andreas, b

Juiciness  Firmness

0  10  20  30  40  50  60  70  80
Flavorfest - midseason

- High yield
- Large fruit
- Excellent flavor
- Anthracnose resistant
  - *C. acutatum*
  - *C. gloeosporioides*
- Rain tolerant
- Not a N hog
- Short shelflife, shrinks
‘Keepsake’ (B1806)

- Shelf life
- Sweet
- Outstanding quality
- Big beautiful fruit
- Rain tolerant
- Good yield, midseason
- Not a N hog
- Anthracnose resistant
  - *C. acutatum*
  - *C. gloeosporioides*
2016 – 2018, all harvests

- Keepsake (3)
- Ovation (3)
- Earliglow (3)
- Flavorfest (3)
- Allstar (3)
- Chandler (3)
- Camarosa (2)

- Portion degraded fruit at 1 week
- Portion decayed fruit at 2 weeks
<table>
<thead>
<tr>
<th></th>
<th>Soluble solids (%)</th>
<th>Acidity (pH)</th>
<th>Flavor</th>
<th>Firmness</th>
<th>Skin toughness</th>
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</table>
2010 - 2018

Percent rot in field:
- Flavorfest: 14%
- Allstar: 15%
- Keepsake: 14%
- Ovation: 7%
- Camarosa: 12%
- Earliglow: 11%
- Chandler: 16%

1lb = 453 g

Graph showing:
- Total yield
- Non-decayed yield

Legend:
- Grey bar: Total yield
- Black bar: Non-decayed yield

Values per variety:
- Flavorfest: 649 a, 557 a
- Allstar: 637 a, 544 a
- Keepsake: 547 ab, 468 ab
- Ovation: 521 ab, 485 ab
- Camarosa: 500 ab, 439 abc
- Earliglow: 370 b, 330 bc
- Chandler: 363 b, 304 c