

Strawberry Fresca

(*Fragaria x ananassa*)

Vegetables Culture (revised 02/25/20)

Days from transplant to ripe fruit: 85

- Produces medium-sized berries from the start of Summer through Autumn.
- Best in baskets, containers and in-ground.

General Information

Exposure	Bloom Season	Height	Spread	Spacing
Sun	Spring, Late Spring	3-4 in. (8-10 cm)	10-12 in. (25-30 cm)	10-14 in. (25-36 cm)

Germination

Seed Form	Recommended Plug Size	Seeds/Cell	Plug Crop Weeks	Days from 50% to maximum germination	Initial Media pH/EC (1:2)	Cover Seed
RAW	288	1-2	4-5	7-14	5.5-5.8 pH 0.75 mmhos/cm	Light cover

Plug Production

	Stage 1	Stage 2	Stage 3	Stage 4
Moisture	Level 3	Level 2-3	Level 2-3	Level 2-3
Temperature	68-70°F (20-21°C)	68-70°F (20-21°C)	65-68°F (18-20°C)	60-62°F (16-17°C)
Light	Light	1,000-2,500 f.c. (10,800-26,900 Lux)	1,000-2,500 f.c. (10,800-26,900 Lux)	2,500-5,000 f.c. (26,900-53,800 Lux)
Fertiliser	Less than 100 ppm N (Less than 0.7 EC)	Less than 100 ppm N (Less than 0.7 EC)	Less than 100 ppm N (Less than 0.7 EC)	Less than 100 ppm N (Less than 0.7 EC)

Fertiliser Notation

Strawberry is sensitive to high salts, especially during germination.

Propagation Key Tips

Strawberry is susceptible to mildew. Use DIF whenever possible, especially the first 2 hours after sunrise, to control plant height.

Growing on to Finish

Growing on Temperature	Target Media pH/EC (1:2)	Fertiliser	Daylength
(day) 60-65°F (16-18°C) (night) 60-62°F (16-17°C)	6.5-7.5 pH 1.0 mmhos/cm	100 to 175 ppm N (0.7 to 1.2 EC)	-

Crop Scheduling

Container Size	Plugs/Pot	Crop Time	Season	PGR
Cell Pack	1 (ppp)	6-8 (weeks)	Spring	-
4"/4.5"/Quart/10 cm	1 (ppp)	8-10 (weeks)	Spring	-
8"/2 Gallon/20 cm	3-4 (ppp)	10-12 (weeks)	Spring	-

Fertiliser Notation

Strawberry is sensitive to high salts.

Finishing Key Tips

Susceptible to mildew.

NOTE: Growers should use the information presented here as guidelines only. PanAmerican Seed recommends that growers conduct a trial of products under their own conditions. Crop times will vary depending on the climate, location, time of year, and greenhouse environmental conditions. It is the responsibility of the grower to confirm the treatment is available in their region as well as read and follow all the current label directions relating to the products. Nothing herein shall be deemed a warranty or guaranty by PanAmerican Seed of any products listed herein. PanAmerican Seed's terms and conditions of sale shall apply to all products listed herein.

Variety Pictures



Fresca



PanAmerican Seed Co.
622 Town Road, West Chicago, Illinois, USA, 60185
+1 800-231-7065 PanAmSeed.com

™ denotes a trademark of and ® denotes a registered trademark of Ball Horticultural Company in the US. It may also be registered in other countries.
©2025 Ball Horticultural Company