



Strawberry F1 Hybrid

# Rowena

High Yield, Strong and Healthy Plant



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


















Open field production

## Description

<b>Species</b>	Fragaria x ananassa Duch
<b>Family/Origin</b>	Rosaceae / North- and South America
<b>Life Cycle</b>	strong everbearing / dayneutral
<b>Plant Type</b>	open, very vigorous
<b>Plant Diameter</b>	25-30 cm (10-12 inch)
<b>Peduncle Length outside of Canopy</b>	15 cm (6 inch)
<b>Fruit Type</b>	light red, sweet - light sour, conical
<b>Fruit Yield</b>	1000-1250 gr. per plant (2.20-2.76 lb)
<b>Fruit Weight</b>	14-25 gr. (0.49-0.88 oz)
<b>Sugar Content</b>	8-11° Brix

## Production schedule Strawberry F1 'Rowena' for open field cultivation summer

	<b>PLANT NURSERY</b>	seed - green plant
	<b>OPEN FIELD</b>	transplanting - first harvest
	<b>OPEN FIELD</b>	harvest period

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
open field												

7-220221

**Advices for cultural practice:** Information provided by ABZ Seeds, in any 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.



Strawberry F1 Hybrid

# Rowena



## Production Information for Professional Growers

### Plug Tray

<b>Seed Forms</b>	raw profi seed, regular shaped
<b>Seed Count</b>	1500 - 2000 sds/gr. (42,500 - 56,700 sds/oz)
<b>Seed Germination</b>	90%+ germination energy
<b>Plug Size</b>	2 cm (1.0 inch)
<b>Seeds per Cell</b>	1
<b>Germination Temperature</b>	22°C (72°F)
<b>Cover</b>	light vermiculite combined with plastic film
<b>Germination Period</b>	10-12 days
<b>Production Temperature</b>	
<b>Seedling</b>	D/N 20/16°C (68/61°F)
<b>Growing Temperature</b>	day: 14-23°C (57-73°F)
<b>Young Plant</b>	night: 8-12°C (46-54°F)
<b>Relative Humidity</b>	60-75%
<b>Light Levels</b>	high
<b>Day length</b>	more than 14 hours, preferably 16 hours
<b>Transplanting in Tray 5 cm</b>	5-6 weeks from sowing
<b>Total production Time</b>	8-9 weeks from sowing, needs 2 weeks hardening



Tray Plant 5 cm cup



Gourmet Strawberries for Retail

### Fruit Production

	<b>Open Field Culture</b>
<b>Plant Profile at Transplanting</b>	Vegetative, min. root volume 100 cc
<b>Plant Density</b>	Two rows on raised beds 50 cm in row x 40 cm between rows 30.000- 40.000 plants/ha.
<b>Fruiting Period</b>	12-16 weeks

For more information please contact us at:

ABZ Seeds  
Vleetweg 12  
1619 PR Andijk - Holland  
Tel.: +31 228 515 280

E-mail: [info@abz-strawberry.nl](mailto:info@abz-strawberry.nl)  
Website: [www.abz-strawberry.nl](http://www.abz-strawberry.nl)



8-220221

**Advices for cultural practice:** Information provided by ABZ Seeds, in any 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.