

# Oregon Strawberries

## AT A GLANCE

### **Strawberry Benefits**

Economic, Social, Environmental

Oregon's strawberry production began with Henderson Luelling, who traveled the Oregon Trail in 1846, bringing with him berry plants and nursery trees. By 1870 Luelling offered a well-adapted strawberry variety, Wilson, which laid the foundation for the Pacific Northwest strawberry industry. Soon after, the first berry cannery was established in Oregon City.

Oregon is second to California in production of strawberries for processing, though California dominates this market and produces about 100 times as much as Oregon. In 2008, almost 90% of Oregon's strawberry crop was processed. Freezing, puréeing, freeze-drying, and, to a lesser extent, juicing are the most common processes adding value to Oregon strawberries. The fruit mainly is used in ice cream, yogurt, and jam.





# Oregon Strawberries

Cooperative research and educational outreach have benefited the strawberry industry in these ways:

- Developed new strawberry cultivars for Oregon. Closely tied to research efforts are educational programs that deliver research-based information to members of the Oregon berry industry. \$ 🙌
- Allows growers to improve quality and yields by evaluating and modifying production practices, such as timing of field renovation. \$
- Developed target strategies to control weeds and the strawberry root weevil, and evaluated fungicides for root rot in strawberries. \$ 🌱

## Benefits key

- \$ Economic benefit
- 🌱 Environmental benefit
- 🙌 Social benefit



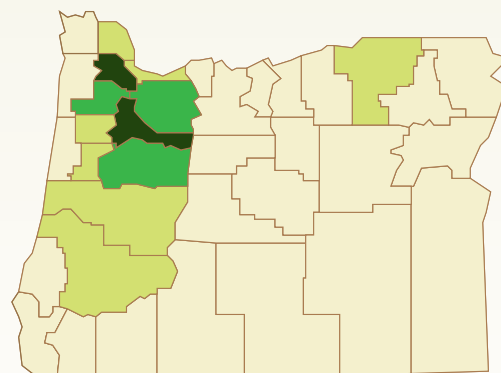
## Oregon Strawberries

Family farms	315
Acres harvested	2,270
Pounds produced	2.6 million
Value of sales <sup>1</sup>	\$16.8 million
Oregon's national ranking (processed berries)	#2
Share of U.S. domestic production	1%–10%
Health and nutrition benefits:	
High in fiber, vitamin C, flavonoids; low in fat, saturated fat, and cholesterol; sodium-free	

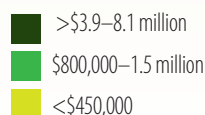
## Notes

Economic data in this section from the 2008 Census of Agriculture. <http://www.agcensus.usda.gov> and from the Oregon Agricultural Statistics Service. [http://nass.usda.gov/Statistics\\_by\\_State/Oregon/](http://nass.usda.gov/Statistics_by_State/Oregon/)

<sup>1</sup> "Value of sales" = value to growers from sales of their production. Commodities and farming operations vary widely in how much postharvest handling and packing take place on-farm.



## Farm Receipts



Produced by the Department of Horticulture and Extension Service, Oregon State University.

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