



Oregon State  
University



# Current state of the organic and conventional strawberry industry in Oregon

Shianne Howe<sup>1</sup>, Javier Antonio Fernandez-Salvador\*<sup>2</sup>, Steven Tao<sup>3</sup>

BioResource Research Interdisciplinary Program<sup>1</sup>, \*Principal Investigator, Department of Crop and Soil Sciences<sup>2</sup>, Department of Horticulture<sup>3</sup>, Oregon State University, Corvallis, Oregon

# Historical importance of strawberries



# Historical importance of strawberries

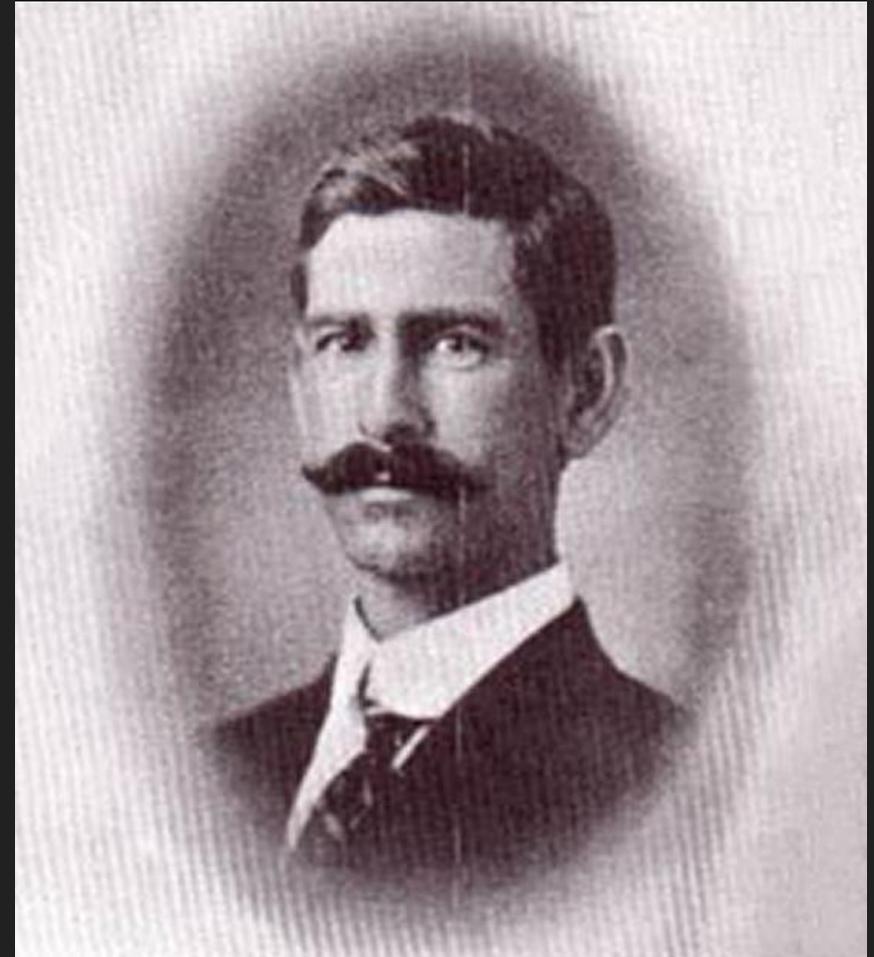


Photo: Oregon Strawberry Commission

# Historical importance of strawberries

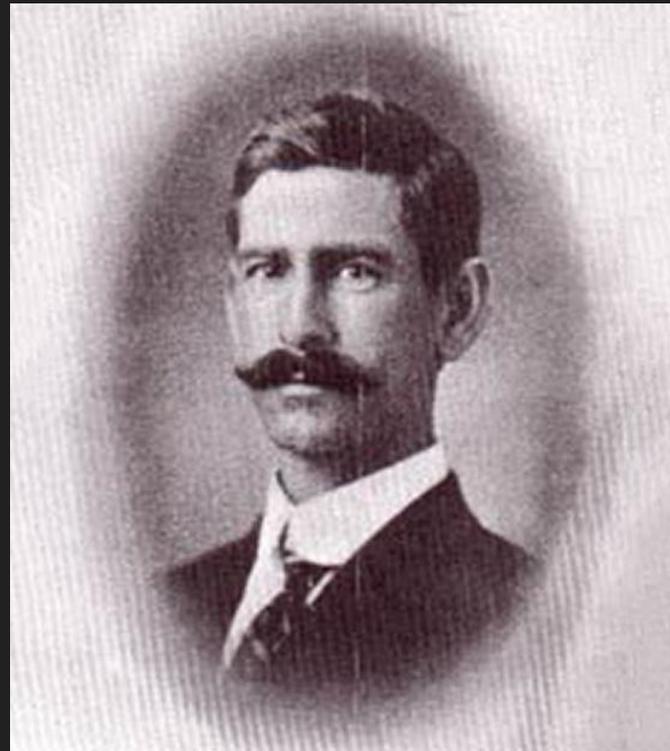


Photo: Oregon Strawberry Commission



Photo: Steven Tao

## Strawberry Area Planted, Harvested, Yield, Production, Price, and Value — Oregon: 2005-2014

Year	Area planted	Area harvested	Yield per acre	Production	Marketing year average price	Value of production	Value per harvested acre
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars per cwt)	(1,000 dollars)	(dollars)
2005 .....	2,600	2,200	115	250	54.70	13,680	6,218
2006 .....	2,400	2,100	110	230	69.10	15,882	7,563
2007 .....	2,200	1,900	130	247	66.30	16,378	8,620
2008 .....	2,100	1,800	130	238	70.50	16,768	9,316
2009 .....	2,200	1,700	125	211	65.80	13,888	8,169
2010 .....	2,100	1,900	125	235	69.10	16,240	8,547
2011 .....	2,200	2,000	115	226	66.50	15,034	7,517
2012 .....	2,200	2,000	105	213	71.30	15,189	7,595
2013 .....	2,000	1,700	98	167	63.70	10,634	6,255
2014 .....	2,000	1,700	91	155	84.70	13,125	7,721

**Strawberry Area Planted, Harvested, Yield, Production, Price, and Value — Oregon: 2005-2014**

Year	Area planted	Area harvested	Yield per acre	Production	Marketing year average price	Value of production	Value per harvested acre
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars per cwt)	(1,000 dollars)	(dollars)
2005 .....	2,600	2,200	115	250	54.70	13,680	6,218
2006 .....	2,400	2,100	110	230	69.10	15,882	7,563
2007 .....	2,200	1,900	130	247	66.30	16,378	8,620
2008 .....	2,100	1,800	130	238	70.50	16,768	9,316
2009 .....	2,200	1,700	125	211	65.80	13,888	8,169
2010 .....	2,100	1,900	125	235	69.10	16,240	8,547
2011 .....	2,200	2,000	115	226	66.50	15,034	7,517
2012 .....	2,200	2,000	105	213	71.30	15,189	7,595
2013 .....	2,000	1,700	98	167	63.70	10,634	6,255
2014 .....	2,000	1,700	91	155	84.70	13,125	7,721

Area planted	Area harvested
(acres)	(acres)
2,600	2,200
2,400	2,100
2,200	1,900
2,100	1,800
2,200	1,700
2,100	1,900
2,200	2,000
2,200	2,000
2,000	1,700
2,000	1,700

Yield per acre
(cwt)
115
110
130
130
125
125
115
105
98
91

Value per harvested acre
(dollars)
6,218
7,563
8,620
9,316
8,169
8,547
7,517
7,595
6,255
7,721

**Strawberry Area Planted, Harvested, Yield, Production, Price, and Value — Oregon: 2005-2014**

Year	Area planted	Area harvested	Yield per acre	Production	Marketing year average price	Value of production	Value per harvested acre
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars per cwt)	(1,000 dollars)	(dollars)
2005 .....	2,600	2,200	115	250	54.70	13,680	6,218
2006 .....	2,400	2,100	110	230	69.10	15,882	7,563
2007 .....	2,200	1,900	130	247	66.30	16,378	8,620
2008 .....	2,100	1,800	130	238	70.50	16,768	9,316
2009 .....	2,200	1,700	125	211	65.80	13,888	8,169
2010 .....	2,100	1,900	125	235	69.10	16,240	8,547
2011 .....	2,200	2,000	115	226	66.50	15,034	7,517
2012 .....	2,200	2,000	105	213	71.30	15,189	7,595
2013 .....	2,000	1,700	98	167	63.70	10,634	6,255
2014 .....	2,000	1,700	91	155	84.70	13,125	7,721

Area planted	Area harvested
(acres)	(acres)
2,600	2,200
2,400	2,100
2,200	1,900
2,100	1,800
2,200	1,700
2,100	1,900
2,200	2,000
2,200	2,000
2,000	1,700
2,000	1,700

Yield per acre
(cwt)
115
110
130
130
125
125
115
105
98
91

Value per harvested acre
(dollars)
6,218
7,563
8,620
9,316
8,169
8,547
7,517
7,595
6,255
7,721

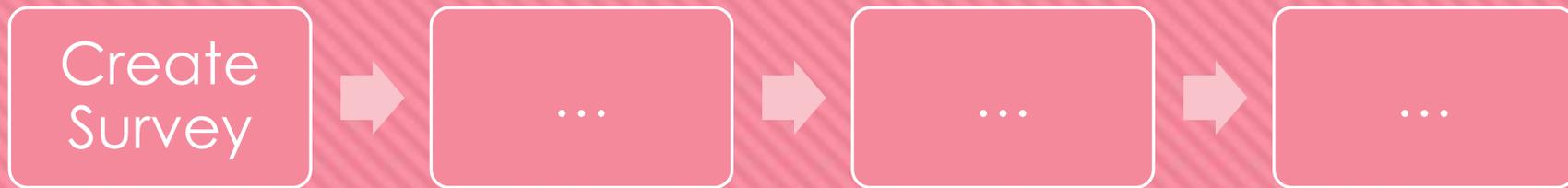
**Strawberry Area Planted, Harvested, Yield, Production, Price, and Value — Oregon: 2005-2014**

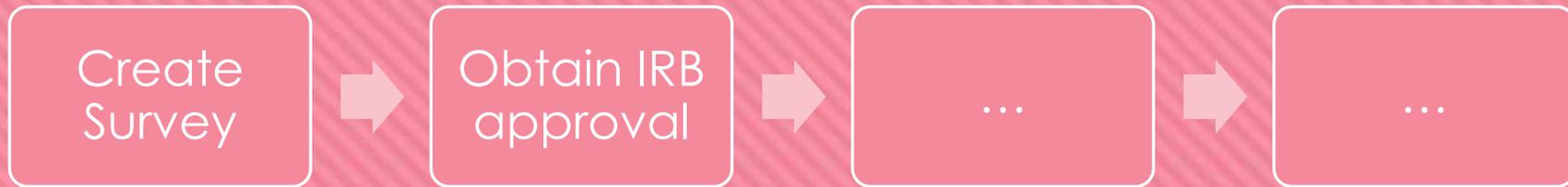
Year	Area planted	Area harvested	Yield per acre	Production	Marketing year average price	Value of production	Value per harvested acre
	(acres)	(acres)	(cwt)	(1,000 cwt)	(dollars per cwt)	(1,000 dollars)	(dollars)
2005 .....	2,600	2,200	115	250	54.70	13,680	6,218
2006 .....	2,400	2,100	110	230	69.10	15,882	7,563
2007 .....	2,200	1,900	130	247	66.30	16,378	8,620
2008 .....	2,100	1,800	130	238	70.50	16,768	9,316
2009 .....	2,200	1,700	125	211	65.80	13,888	8,169
2010 .....	2,100	1,900	125	235	69.10	16,240	8,547
2011 .....	2,200	2,000	115	226	66.50	15,034	7,517
2012 .....	2,200	2,000	105	213	71.30	15,189	7,595
2013 .....	2,000	1,700	98	167	63.70	10,634	6,255
2014 .....	2,000	1,700	91	155	84.70	13,125	7,721

Area planted	Area harvested
(acres)	(acres)
2,600	2,200
2,400	2,100
2,200	1,900
2,100	1,800
2,200	1,700
2,100	1,900
2,200	2,000
2,200	2,000
2,000	1,700
2,000	1,700

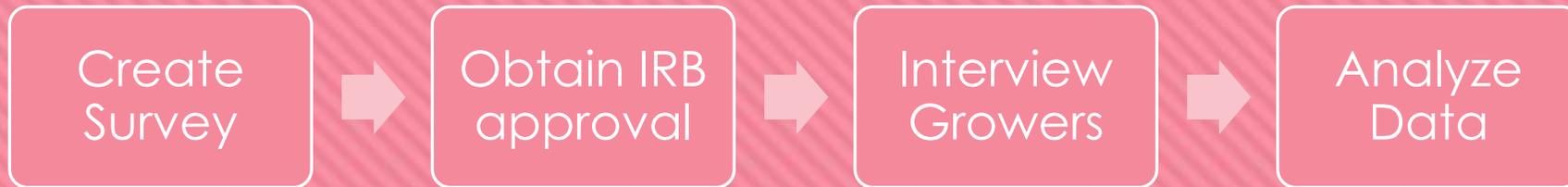
Yield per acre
(cwt)
115
110
130
130
125
125
115
105
98
91

Value per harvested acre
(dollars)
6,218
7,563
8,620
9,316
8,169
8,547
7,517
7,595
6,255
7,721









# Objectives

- Conduct online, individual in-person surveys and interviews with growers to obtain information on current state of conventional, organic, fresh market, and processed strawberry industry in Oregon.
- Collect data on total farm and strawberry crop acreage, cultivars grown, whether fruit is grown for fresh market, processing, or both; farming practices including crop, aisle, and soil management, season-extension technologies, crop nutrition and irrigation, pest and disease prevention and control, opportunities and concerns.
- Determine how OSU Extension Service may better meet the needs of these growers by summarizing, analyzing, and interpreting collected data.
- Share results with survey participants, other growers, industry representatives, and the public.

# Projected Results

This project will provide valuable information to the OSU Extension Services, the legislative Berry Initiative the Oregon Strawberry Commission, and the industry in general, allowing the organizations to obtain additional insight into the programming interests and needs of strawberry growers within Oregon.

In addition, this project will serve as a way to connect with growers for future research including a strawberry nutrient survey by the Primary Investigator