‘Rutgers Scarlet’™ Strawberry

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‘Rutgers Scarlet’™ (U.S. Plant Patent #27,587) is a short day strawberry (*Fragaria x ananassa*) cultivar released from the Rutgers New Jersey Agricultural Experiment Station breeding program in 2015. Dr. Gojko Jelenkovic developed ‘Rutgers Scarlet’™ through traditional plant breeding methods in 1999. ‘Rutgers Scarlet’™ is a seedling of a hand pollinated cross and was selected for its vigorous plant growth, productivity and high fruit quality.

Plant & Fruit Characteristics

‘Rutgers Scarlet’™ plants have a vigorous upright growth habit and establish rapidly when planted in a plasticulture system. In matted row systems, ‘Rutgers Scarlet’™ plants produce sufficient runner plants to fill a bed. Fruit is produced in late mid-season on long trusses so it is held away from the plant. ‘Rutgers Scarlet’™ fruit is large, long wedge to long conical shape, and has uniform deep red color. ‘Rutgers Scarlet’™ was selected for flavor and farmers and consumers who tasted the fruit rated it very highly.

Performance

‘Rutgers Scarlet’™ was bred to provide eastern United States farmers (USDA Plant Hardiness Zones 5b through 8a) with a high quality, flavorful strawberry cultivar for high density plasticulture growing systems. There is limited information on ‘Rutgers Scarlet’™ in matted row production systems, but farmers who used it in trial matted row plantings reported favorably on its performance.

Replicated research and on-farm observational trials in plasticulture systems have compared ‘Rutgers Scarlet’™ primarily to the commercial standard cultivars ‘Chandler’ and ‘Camarosa’. ‘Rutgers Scarlet’™ marketable yield has typically been similar to that of ‘Chandler’. Fruit size is typically the same or slightly

larger than that of 'Chandler'. The sugar content of 'Rutgers Scarlet'™ fruit measured in Brix is typically higher than that of 'Chandler'. Fruit firmness and post-harvest attributes are similar for 'Rutgers Scarlet'™ and 'Chandler'.

Production Practices

'Rutgers Scarlet'™ should be grown following the guidelines outlined in The MidAtlantic Berry Guide for Commercial Growers *http://extension.psu.edu/publications/agrs-097/view*.

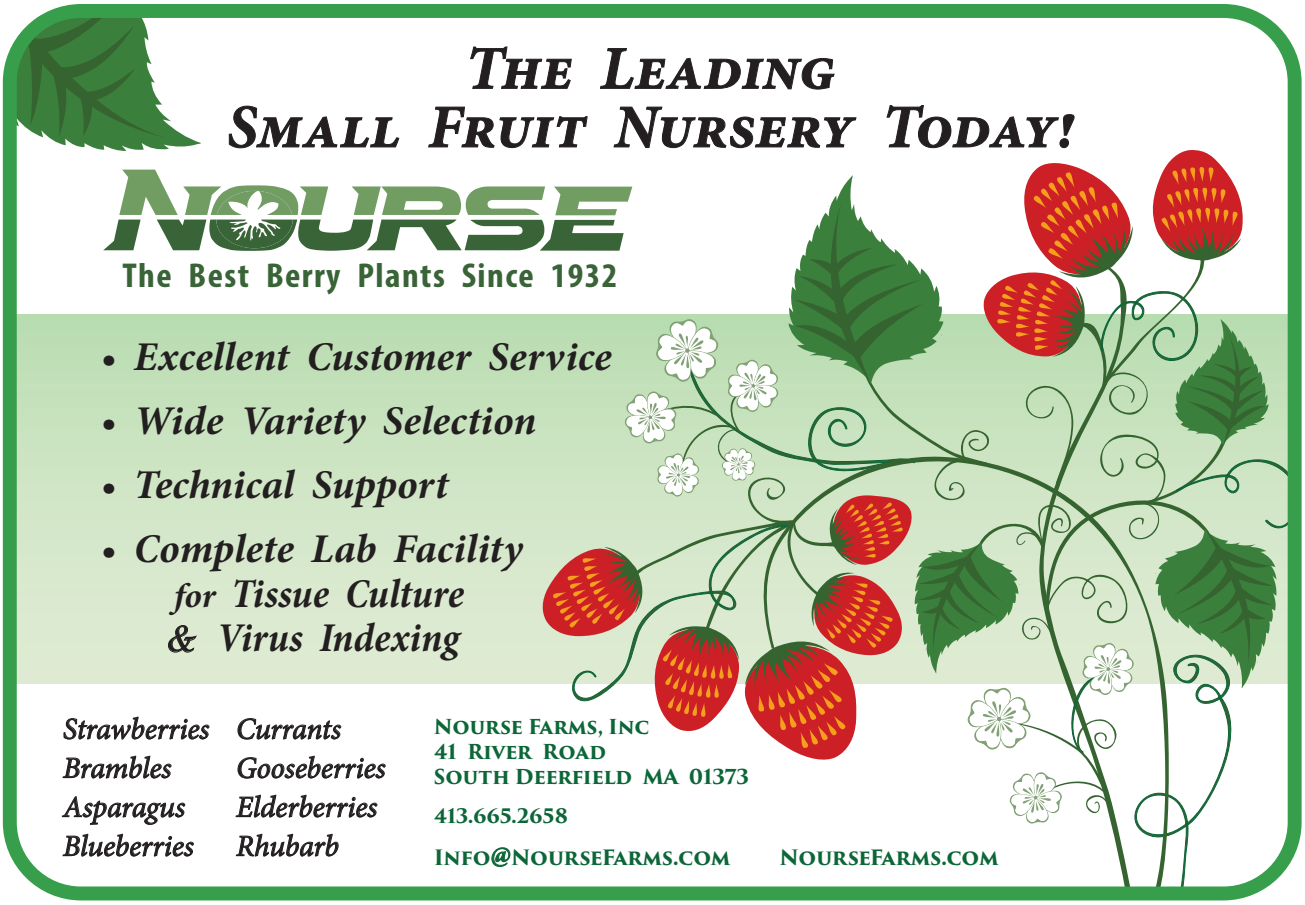
Conclusion

'Rutgers Scarlet'™ offers a commercially viable alternative to 'Chandler' in the eastern United States, especially for farmers with pick-your-own operations or access to local farmers markets. In this market segment, the shape, color and flavor of 'Rutgers Scarlet'™ fruit will appeal to consumers who are increasingly interested in local small scale production and freshly picked flavorful fruit.

Availability

'Rutgers Scarlet' is being propagated and is being sold in 2018 by two licensed commercial nurseries:

Kube-Pak Corp.
194 Rt. 526
Allentown, NJ 08501
Phone: (609) 259-3114
Fax: (609) 259-0487
http://www.kubepak.com/

Nourse Farms, Inc.
41 River Road
Whately, MA 01093
Phone: (413) 665-2658
Fax: (413) 665-7888
http://noursefarms.com/

For updates on availability see: http://breeding.rutgers.edu/strawberry-availability