

Sweetheart

**A mid season June-bearing strawberry variety
from East Malling Research**

- **Mid-season, similar to Elsanta**
- **Attractive fruit with regular shape**
- **Good skin and flesh colour**



Parentage

Sweetheart (formerly EM1148) was bred at East Malling Research from a cross between Rosie and Onebor, and was first selected in 1999.

Season

The cropping season is similar to Elsanta.

Fruit Quality

Berries are uniformly conic in shape, slightly darker than Elsanta with a good red flesh colour. Skin has a good strength. Flavour is pleasant with a balance of sweetness and acidity. Brix levels are usually higher than for Elsanta.

Yield and Fruit Size

Sweetheart has produced good Class 1 main crop yields and fruit quality when grown on less intensive growing systems. In trials it has performed well as a two-year-old plant (Table 1) and would be well suited to perennial production. Average berry size is slightly larger than Elsanta.

Table 1. Harvest data for Sweetheart compared to Elsanta from trials at EMR.

	2003 (Main crop yr1)		2002 (Main crop yr2)		2001 (Main crop yr1)	
Variety	Sweetheart	Elsanta	Sweetheart	Elsanta	Sweetheart	Elsanta
Class 1 (g/plant)	1022	1012	1309	1037	868	899
Large berries (>35mm) (g/plant)	658	464	527	255	700	513
% Class 1	96	90	79	64	93	78

Marketing Suitability

Sweetheart is suitable for both amateur and retail sales and retail listing include Asda.

Plant Characteristics

Sweetheart has a compact habit, good vigour and with a leaf canopy that is denser than Elsanta. The fruit is easy to pick and afforded good protection by the leaves.

Disease Resistance

Sweetheart shows moderate resistance to powdery mildew. Tests have shown that it has similar susceptibility to crown rot (*Phytophthora cactorum*) and wilt (*Verticillium dahliae*) as Elsanta; no particular disease problems have been observed in grower trials.

Use of the Variety

Sweetheart has performed well under less intensive production systems but is less suitable for commercial 60-day production.

Plant Availability

Growers who wish to try Sweetheart should contact the following propagators:



Hargreaves Plants Ltd, Spalding, LINCS

Tel +44 (0)1406 366 300 Fax +44 (0)1406 366 321

R W Walpole & Partners, King's Lynn, NORFOLK

Tel +44 (0)1553 828 829 Fax +44 (0)1553 827 304

T J Moore Esq, East Dereham, NORFOLK

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