



UCD Royal Royce

Outstanding Day Neutral for the 21st Century market



Key benefits

- Exceptionally high yields of marketable fruit
- Consistently produces large visually appealing fruit over a long growing season
- Produces fewer runners in berry production, resulting in lower production costs
- Long shelf life fruit with good flavor and sugar-acid balance

Developed at the University of California, Davis, this day-neutral cultivar was named in honor of Royce S. Bringham, a pioneering plant geneticist and strawberry breeder at UCD. This cultivar was selected for production in coastal California and diverse Mediterranean climates. UCD Royal Royce produces exceptionally high yields of marketable fruit and significantly fewer runners than most day-neutral cultivars, which translates into lower costs of production and increased profits for fruit growers. This cultivar consistently delivers large fruit throughout the growing season with especially high yields late in the growing season. The fruits are sweet with a good sugar-acid balance, resistant to harvest and handling damage, and have a long shelf life.



Exceptionally High Yields of Marketable Fruit

UCD Royal Royce is an asexually propagated hybrid suitable for production anywhere day-neutral cultivars are grown. This cultivar has excelled in diverse long-day environments and produced blockbuster yields in coastal California and other mild Mediterranean climates where day-neutral cultivars typically thrive.

The Variety in Action



click to play -



Variety Lowdown

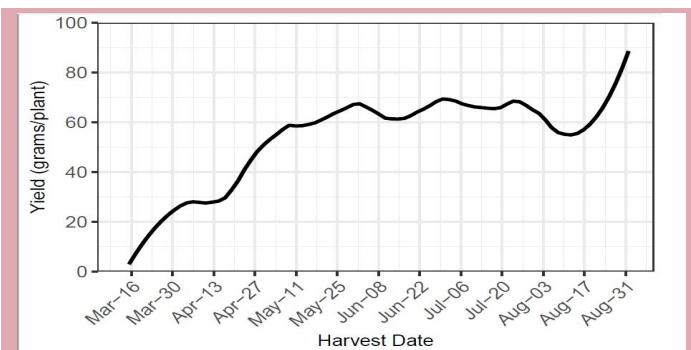
Climate	Typical European day-neutral and everbearing production environments
Yield	Exceptionally high yields
Quality	Large, visually appealing fruit with a long shelf life
Cultivar	Asexually propagated hybrid
Planting Density	50,000 to 60,000 plants/hectare
Chilling Requirements	400 to 600 chilling hours recommended for maximum yield
Seasonality	Consistent yields over the typical day-neutral or everbearing growing season
Plant Habit	Exceptionally large crowns and fewer runners than other cultivars

Market

- Ideal for consistent year round fresh market production
- Exceptionally high percentages of visually appealing marketable fruit

Offer

- Exclusive hybrid plants
- Crowns produced from certified disease-free foundation stock
- Technical advice to maximize productivity and profits



Reviews

“ We are just completing our first trial of UCD Royal Royce in Huelva, Spain. It has proven to be a very early variety, even though the plants were not planted early, it gave quite a lot of nice looking fruit in January, February and March, out yielding all other day-neutral varieties in the test plot. We look forward to testing UCD Royal Royce again next season with earlier plantings of bare-root plants and/or potted plants.”

Felipe Rey – Viveros Campiñas SCA

Licence Holders

UCD Royal Royce strawberry plants can be purchased from:

If you are interested in UCD Royal Royce strawberry plants, please make contact with us for more information.

UCD Royal Royce strawberry plants can be purchased from Global Plant Genetics

Contact Us

Office Tel:
+44 (0) 1485 210091

Rupert Hargreaves
rupert@globalplantgenetics.com
www.globalplantgenetics.com

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