

UC Monarch

NEW - UC Monarch produces both early and full season yields and significantly higher marketable fruit values



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2022

UC MONARCH OVERVIEW

Background	Type	Short-Day
	Breeding	UC Davis
	Market	Fresh
	Production System	All
	Year of Release	2025
Disease Resistance	Phytophthora	MR*
	Fusarium	R*
	Powdery Mildew	ND
	Charcoal Rot (Macrophomina)	MS*
	Verticillium	MR*
	Neopestalotiopsis	R
Fruit Characteristics	Yield - Kg per plant	>2,7*
	Class 1 %	76-78*
	Firmness - g force	362*
	Brix	>7*
	Fruit Size - g per fruit	>28*

R - Resistant
S - Susceptible
MR - Moderate Resistance
MS - Moderate Susceptibility
ND - Not Determined



UC MONARCH OVERVIEW

Agronomy	Nursery Productivity	Superior to Fronteras and UCD Victor***
	Growth characteristics - Flower Truss length (important for picking speed and machine harvesting suitability)	Unique, long-truss plant architecture, compact, suitable for table top and machine harvesting. *
	Technical highlight	Firm, flavourful long-shelf life with enhanced aroma, Resistant to Fusarium and moderately resistant to Phytophthora and Verticillium. High yield in early and full seasons, suitable for mechanical harvest and substrate culture systems.
	Chill Hours	200***

* Based on trials in Prunedale, California, 2020-2022. Class % based over 2020-2022 yield data and based on planting density of 14,500 plants/acre. Fruit quality traits were measured each harvest and evaluations were made in peak (May-June) and late (July-August) season. Disease resistance scores were collected from annual disease trials performed at the Cal Poly Strawberry Center and UC Davis. Cumulative marketable yields compared to three commercial checks (UCD Valiant, UCD Royal Force and Monterey).

**Based on trials in Oxnard, California, 2020-2022. . Class % based over 2020-2022 yield data and based on 26,000 plants/acre. Average firmness, brix values, acids and disease resistance scores measured each harvest and evaluated once early in the season (March-April) and during peak harvest (May). Disease resistance scores are based on screenings in artificially inoculated fields in Davis, CA and from the Cal Poly Strawberry Center trials. Cumulative marketable yields for two newly released cultivars compared to Fronteras and UCD_Victor tested in Oxnard, CA in 2020, 2021 and 2022 through the fall plant harvest season (January to June).

***Referenced from www.fresafortaleza.com

**** Referenced from 'UC Monarch', a summer-plant adapted Photoperiod-insensitive Strawberry Cultivar' in HortScience 58(12)., 1568-1572. <https://doi.org/10.21273/HORTSCI17363-23>





UCD MONARCH IN ACTION



[Click to play video](#)

If you are interested in the UC Monarch strawberry,
please make contact with us for more information.



GPG Strawberries



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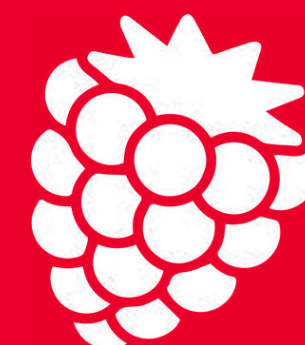
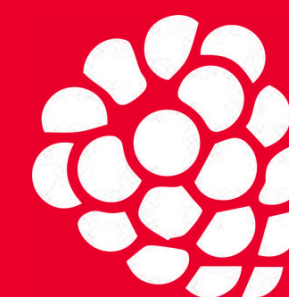
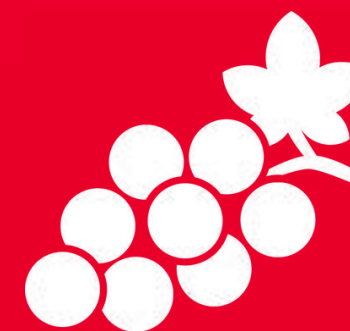
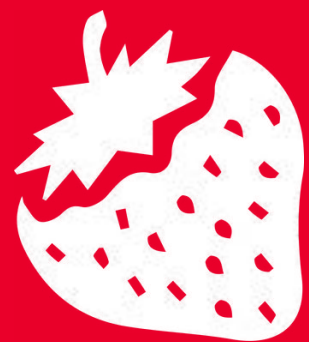
Rupert Hargreaves

+44 (0) 1485 210091

rupert@globalplantgenetics.com

www.globalplantgenetics.com





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