High temperatures advance the start of strawberry season

The high temperatures recorded in the province of Huelva during the months of November and December have accelerated ripening strawberry and led to the advancement of the 2015/2016 campaign and the first strawberries hit the market at Christmas.

The president of the Association of Producers and Exporters of the Strawberry of Huelva, Freshuelva, Alberto Garrocho, explained that November has been almost as March 1, while temperatures December resemble February, bringing that collecting the fruit has been almost a month ahead of the usual date of collection.

In this sense, he explained that the campaign has been launched in practically all production areas of the province, with early varieties of Fortuna, Splendor, Primoris or San Andreas, although the numbers are still so small that leave week week.

Garrocho explained that this weather is favoring the fruit is in optimum quality and taste, which, coupled with the arrival on the market a month before and on a date with little product, makes the

strawberry Huelva much more competitive.

Therefore, the president of Freshuelva he described as positive the progress of the campaign, which makes the sector put in a starting position at the optimistic campaign, although the evolution of the same, as always, will be marked by the weather in the coming months and product performance in the markets.

The strawberry sector of Huelva facing the 2015/2016 season with 5,860 hectares planted, which meant a decrease of 8.73% over the previous season. By contrast, the number of hectares planted with other berries, such as raspberry, blackberry and arándano- has experienced an increase of 25%, with a total of 1,815, 130 and 1,953 hectares planted, respectively. In total, the campaign of red fruits of Huelva part with a total of 9,658 hectares planted, with a slight increase compared to the diversification marked by the sector openly committed to ensure the profitability of campaigns last season.

Source: Freshuelva