

Improving strawberry production

Background

Local market in KSA relies on imported strawberry fruits to cover consumers requirements. In addition, local strawberry cultivars in KSA, i.e Festival, Sweet charli, Fortuna, Markiz, are propagated yearly by seedlings which reduce yield every year consequently.

Objectives

Increase income of KSA growers through improving strawberry agricultural practices and improve yield by introducing F1 cultivars.



Strawberry grown in pots - Estidamah



Strawberry grown in column culture - Estidamah

Advantages

Increase production and reduce strawberry import requirements