THE TECHNOLOGY

L'Amour is an exceptional June bearing strawberry. It bears in early mid-season, and yields glossy red berries with remarkable flavor and attractiveness. L'Amour’s round conical fruit is firm, but not hard, with a fancy calyx and excellent eating quality. It is characterized by strong vigor, large flowers, and uniformity in shape between primary and secondary fruit. With good winter hardiness, L'Amour is primarily adapted to the growing conditions of central New York and other regions of similar climate.

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Licensees: Indiana Berry and Plant Co., LLC
Krohne Plant Farms
Nourse Farms, Inc.
Ontario Berry Growers Association
Rusticas Del Guadalquivir, S.L.
Stargrow Nursery

THE PRODUCT

L'Amour Strawberry
Released by the New York State Experiment Station, L'Amour is a new variety with excellent fruit quality. L'Amour berries are bright red and firm with excellent flavor. They have a long, round conic shape with a fancy calyx.