



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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| Patent | PP16,480 |
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| Inventors | John Sanford & Courtney Weber |
| 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.

