



where
INNOVATIONS
mean **BUSINESS**

THE TECHNOLOGY

An impressively firm cultivar, the Seneca strawberry was released in 1991 after more than a decade of testing. The Seneca cultivar is exceptional because it combines high potential yield, large fruit size, extreme fruit firmness, and consistently good fruit quality. The fruit is bright red with slightly acidic and aromatic flavors. It is adapted widely in the Great Lakes region, and its firmness makes it well-suited for shipping.

Inventor	John Sanford
Licensees	Stargrow Nursery

THE PRODUCT

Seneca Strawberry

Seneca produces large fruit and is an excellent choice for growers who pick for the commercial market. Seneca berries are glossy with good internal color, flavor, and yields.

