



FLORIDA FORTUNA

Fruit Characteristics



Florida Fortuna is a short-day cultivar released by the University of Florida strawberry variety development program. Selected for earliness, fruit quality, and productivity, the variety adapts to high value, fresh market, winter production regions.

Florida Fortuna produces a high percentage of large, attractive, and uniformly shaped fruit early in the season. It holds its fruit size and shape throughout its production cycle.

Florida Fortuna has an open plant architecture. It bears fruit on long pedicels, facilitating both pollination and fruit harvest.

The seeds of the fruit are slightly sunken below the surface, giving the Florida Fortuna a glossy, bright red color. The fruit ships well and tastes as good as it looks.

Advantages

- High percentage of large, marketable fruit
- Highly productive
- Uniformly well-shaped
- Bright red & glossy
- Good shelf life and transportability
- Excellent taste

Ekland Marketing Company of California, Inc.

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