



# Strawberry 'Cordial' - Late Season, Long Shelf Life

USDA-ARS Genetic Improvement for Fruits & Vegetables Laboratory

Strawberry cultivar 'Cordial', released in 2020 by the USDA, is a late-season cultivar for planting during the late part of the growing season in the Mid-Atlantic region of the U.S. It is a short-day strawberry, meaning that plants will flower as the daylength grows shorter in the northern hemisphere. 'Cordial' has large attractive fruits that are tough enough for rough handling, have increased shelf life, minimal proportion of produce lost to degradation, and possesses consistently high yields with low rot when grown in plasticulture production systems without fumigation/fungicide.



Cordial strawberries produced in plasticulture.

Photo from Lewers and Enns, 2022 (CC BY-NC-ND 4.0)

## PROJECT GOALS

- ✓ Develop non-tart strawberries with increased shelf life
- ✓ Improve resistance to rot and provide consistent high yields

## Problems Addressed

U.S. Department of Agriculture-Agricultural Research Service strawberry research efforts at Beltsville, MD, have resulted in release of several cultivars with high yields and good fruit flavor: 'Keepsake', 'Flavorfest', 'Allstar', 'Galletta', 'Ovation', 'Earlyglow', 'Chandler', etc. Decayed fruit, poor handling and refrigeration tolerance, foliar and fruit disease incidence, and reduced shelf life remained a production problem. The project therefore focused efforts on increasing shelf life, tolerance to rough handling, resistance to diseases, as well as reducing tartness and maintaining consistently high yields.

## Solutions Developed

'Cordial' was developed by cross-pollinating B1893 × B1805. This new cultivar's average total yield was significantly higher than all cultivars tested, with one of the highest marketable yields. 'Cordial' showed significant resistance to crown rot, very mild bacterial angular leafspot disease symptoms, and mild powdery mildew disease symptoms. 'Cordial' fruit skin toughness rating was very high, and it exhibited fruit sweetness similar to 'Flavorfest', 'Keepsake', and 'Earliglow'. Due to its longer shelf life, less tartness, and disease resistance, 'Cordial' has the potential for a greater market share.



Written by: A. Mahama, S. Gray, W. Suza, K. Chen (editor)

To learn more about this and other success stories, visit [colostate.pressbooks.pub/pgrsuccessstories](https://colostate.pressbooks.pub/pgrsuccessstories)