

FRESH

FORWARD



BREEDING & MARKETING

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Jive, step forward to perfection

Jive is a late June bearer with large, firm, very shiny orange-red fruit. The well-shaped, attractive berries are striking for a late variety. They ripen slowly and their harvest period is on average 7 to 10 days later than that of Elsanta. The plant is compact and robust, with a heavy, extensive root system and foliage of a conspicuous dark green colour. It produces only few runners, which means that most of the plant's energy is directly available for the berries and flower trusses.

Characteristics

- Late variety
- High yield
- Beautiful orange-red fruits
- Long shelf life
- Large fruits
- Very shiny

Jive is suited to the cooler climates of Western Europe, primarily north of the Alps.

It is an interesting alternative to Elsanta for sixty day culture in the summer production (in tunnels).

Jive has greater resistance to heat stress than Elsanta and develops a sufficient canopy before the plants start flowering, even at high temperatures. Due to these characteristics, Jive bears fruits of a consistent size, enabling easy, fast harvesting.

Fruit quality

Jive forms large, firm fruits with an appealing, slightly tart aroma. Its uniform berries are usually elongated. The first ones have a somewhat flattened nose. Jive's glossiness, fruit size and attractive orange-red colour are remarkable for a late-bearing variety. The slow ripening of the fruits results in an average fruit weight that is significantly greater than

that of Elsanta. The fruits are also firmer and less susceptible to bruising. Bruises will rarely be visible. Jive therefore retains its attractive appearance for a long time and excels in shelf life. The berries colour slowly, making it possible to delay harvest for some time. Like all other strawberry varieties, Jive is susceptible to rain damage in autumn. It is therefore advisable to cover sixty day culture crops with tunnels in August. Jive should be given extra doses of nitrogen and potassium to ensure a good fruit quality.

Flowering and picking period

Jive produces flowers of excellent quality, resulting in a low percentage of misshapen fruits. The flowering period is clearly later than that of Elsanta. The number of flowers per truss is lower, but this is compensated by the fact that Jive produces more trusses. This results in a fairly long, evenly distributed harvest period. The flower trusses remain just beneath the leaves. The optimum harvest time is when the fruits turn orange-red.

Productivity

The yields of Jive are significantly higher than those of Elsanta. The berries can be very quickly picked thanks to the high average fruit weight and the open crop type. Jive does not require much work in grading after harvest because of its uniform fruit size, low percentage of misshapen fruits, and the firm texture of the berries.





is comparable with that of Elsanta. Jive is also susceptible to root rot (*Cylindrocarpon spp.*). Jive must be grown in soil with a good structure and must be treated to prevent root diseases at the time of planting.

Jive produces robust, strong crops. At the end of the harvest period Jive is susceptible to mildew, especially crops grown in tunnels, though this will usually be less than in the case of Elsanta. When grown in tunnels, Jive is susceptible to fruit rot (*Botrytis cinerea*) and additionally has an extended flowering period. Therefore, due allowance should be made for this risk in the crop protection programme.

Jive is protected by Plant Breeders' Rights and is traded under licence.

Susceptibility to pests and diseases

Jive's susceptibility to *Phytophthora cactorum*

Jive compared with Elsanta (the figures were obtained for 60 day culture)

	Jive	Elsanta
Colour	orange-red	red
Fruit firmness	4.0	3.5
Skin firmness	4.0	3.0
General impression	3.5	2.5
Harvest period *)	8	0
Class 1 (g/pl.)	600	410
% of Class 1	88%	80%
% of Class 2	12%	20%
Fruit weight (g)	22.5	15.5
Brix	8.8	9.7

Harvest period *) = number of days after Elsanta

About Fresh Forward

Fresh Forward ranks among Europe's leading breeders of strawberry varieties. The company is a spinoff of the Dutch University of Wageningen, with which it still cooperates in the field of research.

The company's breeding efforts focus on three programmes: short day varieties, everbearing varieties and a Mediterranean programme.

Fresh Forward first became known for its single-cropping varieties. After Sonata it introduced varieties such as Rumba, Jive, Opera and Allegro. The South-European variety Calinda is the first outcome of the Mediterranean programme.