

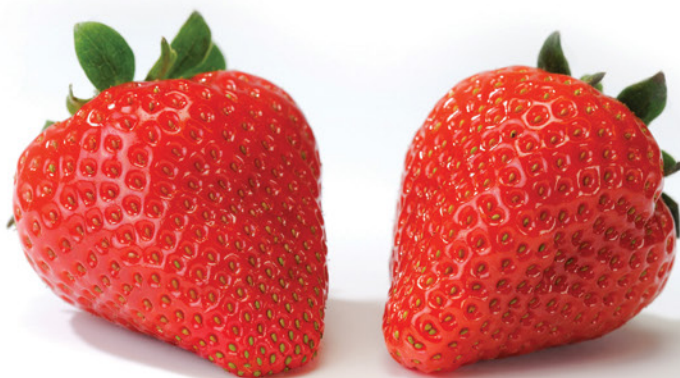


Jive

Step forward to perfection

Jive is a late June bearer with large firm and very shiny orange-red berries. The wellshaped and attractive berries are striking for a late variety. They ripen slow and the harvest is 7 to 10 days later than Sonata. The plant is robust and has a unique dark-green colour. It produces only few runners, which means that most of the plants energy is available for the berries.

Jive is suited to cooler climates of Western Europe, primarily north of the Alps. It is an alternative to Florence in normal and frigo cultures and an interesting variety for summer waiting bed and table top productions in The Netherlands, Belgium and the United Kingdom as an alternative for Elsanta and Sonata. Jive has greater resistance to heat stress than Sonata and develops a sufficient canopy before the plant starts flowering. Due to these characteristics Jive bears fruits of consistent size enabling efficient harvest throughout the whole season.



Jive _____

Late season
60 day crop
_____ High production

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Fruit quality

Jive forms large fleshy fruits with an attractive strawberry aroma. Its berries are typically uniform and elongated with a somewhat broad and flattened nose. The shiny orange-red appearance is striking and unique amongst current late-bearing varieties. The slow ripening of the fruits results in an average fruit weight that is significantly greater than that of Sonata. Fruits are also firmer and less susceptible to bruising. Fruits at maturation remain at a marketable vibrant red colour for a longer period making it possible to delay harvest if required to suit marketing demands. The strawberries are also fairly resistant to rain.



Flowering and picking period

The quality of the flowers produced by Jive is one of its strong features. The flowers are characterised by a large amount of pollen and a fertile receptacle resulting in a low percentage of misshapen fruits. The flowering period is clearly later than Sonata. The number of flowers per truss is lower, however, this is compensated by the fact that Jive produced more flower trusses. This results in an extended harvest period that is evenly distributed. The flower trusses usually remain just beneath the leaves. The optimum harvest time is when the fruits turn orange-red.

Jive is a late June bearer with large, firm and glossy orange-red strawberries. Such well-shaped and attractive strawberries are quite special amongst late-bearing varieties. Jive ripens slowly and the harvest starts on average 7 to 10 days later than Sonata. The plant is relatively compact and robust and has typical dark-green leaves. Jive forms runners very late which results in the fact that most of the plant's energy is put into the development of flower trusses and berries.



Productivity

The yield of Jive is significantly higher than Sonata. The strawberries do not click off as easily as Sonata because the flower stems of Jive are more rigid. However, the picking speed is better due to the higher average berry weight and the open plant type. Jive does not require much work for fruit grading because of the good berry size, the uniform shape, the low percentage of misshaped and the firm texture of the berries.

Pest and disease susceptibility

Jive is slightly more susceptible to powdery mildew (*Sphaerotheca macularis*) than Sonata, but clearly more tolerant than Elsanta. Jive's susceptibility to crown rot (*Phytophthora cactorum*) is similar to Elsanta. However, Jive is more susceptible to fruit rot (*Botrytis cinerea*) even under tunnels. The extended flowering period demands an accurate preventive fungicide treatment.

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

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

Harvest period *) = number of days after Elsanta

