

FRESH FORWARD



THE FRUIT FIRM

Wielseweg 38A
4024 BK Eck en Wiel
The Netherlands
Tel. +31 344 693 314
Fax +31 344 693 259
www.thefruitfirm.com

Rumba, a shiny start to the summer



Rumba is an early ripening June bearer that stands out thanks to its beautifully shiny, bright red fruit. Rumba's strong points include its long shelf life and the beautiful sheen that is still striking even after several days of storage. Rumba virtually never bears malformed fruit. The variety is suitable for the cooler growing regions of Western Europe. In the open air Rumba is mostly cultivated as a substitute for Honeoye. Rumba is also successfully grown in tunnels.

Characteristics of Rumba

- Early cropping
- Attractive presentation
- Healthy crop
- High yielding
- Very shiny

Blossoming and harvest period

Rumba blossoms rather early; sometimes a late night frost will cause a few flowers to freeze. The blossoms are medium sized and have well-developed stamens. More than enough pollen is produced to ensure good fruit setting. The blossoming and harvest periods are similar to those of Honeoye. However, Rumba's harvest goes on longer, making the total yield greater than that of Honeoye.

Fruit quality

Rumba's beautiful fruit is uniform, intensely shiny and red to dark red. It is juicy and generally has a relatively good flavour. Though the seeds are usually slightly recessed, sometimes they stand out clearly on the berries. The berries are quite robust and tolerate handling well, as long as they are picked under the right conditions. Additionally, they remain very glossy even after several days of storage.

The average fruit weight is significantly higher than that of Honeoye. The secondary fruit is of a good size as well. In exceptional situations the primary fruit can become quite large. Because Rumba, like Honeoye, is a somewhat darker coloured strawberry, its fruit must be harvested regularly and on time. Generally

the fruit is quite resistant to fruit rot (*Botrytis cinerea*), mildew (*Sphaerotheca macularis*) and the effects of rain.

Productivity

Rumba's yield is greater than that of Honeoye. The fruit weight is considerably better, too. Above all the secondary and tertiary fruit is of a good size. Rumba is easy to harvest and requires relatively little sorting. The harvest can be made even earlier by protecting the plants with a cover. This allows a harvest advance of 4 to 7 days.

Susceptibility to diseases

Rumba is only minimally susceptible to diseases. The plant is very vigorous; thus far there have been virtually no problems with diseases. Nor have soil diseases such as leather rot (*Phytophthora cactorum*) and wilting (*Verticillium dahliae*) led to problems.

Growing experience

The cultivation of Rumba often begins with frigo plants. Then Rumba produces a healthy crop which does not grow very large. The variety flourishes with a plant spacing of 35 cm in a row. By the second year Rumba has produced a good ground cover. The yield is excellent then as well. Though the fruit



is large and attractive and the harvest starts shortly after that of Cléry. However, at the first harvest Rumba produces more strawberries. Because Rumba is also rather resistant to winter frost, the variety is also cultivated in Scandinavia. Rumba is being planted there with increasing frequency as a replacement for Honeoye. However, the plants do need to be protected with a fleece cover in the winter there.

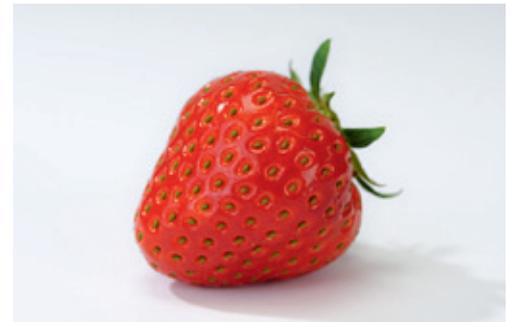
There are some indications that Rumba should not be given too much boron, because this trace element is probably absorbed very easily, quickly resulting in a surplus. Otherwise Rumba requires no specific treatment and the variety is relatively easy to grow.

Rumba is protected by Plant Breeders' Rights and traded under license.

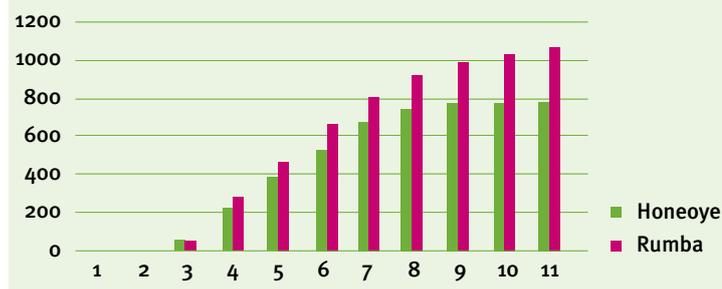
clusters extend sufficiently far out of the plant, they are not really long. This provides some protection during night frost and heavy rain. As is the case with other varieties, Rumba requires timely preventive treatment against Botrytis and Rhizoctonia. This variety accepts forcing and is particularly suited for early open air cultivation.

In normal cultivation (planting late July to early August) Rumba is an attractive and inviting product to place on the market early. On average the harvest begins 7 days earlier than that of Sonata.

The results with Rumba are more often than not very positive in tunnel cultivation. The fruit



The cumulative yield of Rumba and Honeoye gram per harvest. Open air production in the Netherlands.



Rumba compared to Sonata and Honeoye

	Sonata	Rumba	Honeoye
Relative yield class I	100	100	90
Average fruit weight (g)	22	21	19
Taste*	8	7	7
Fruit firmness*	8	8	6
Vulnerability fruit skin*	7	7	5
Shelf life*	7	6	5

* scale: 1-9. A higher mark means a better taste, fruit firmness, shelf life and a less vulnerable fruit skin.

Latest update: 01-11-2012