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Netherlandsâ??s Limgroup launches F1 hybrid strawberry

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Netherlandsâ??s Limgroup announced its revolutionary F1 Hybrid Strawberries concept at the International Soft Fruit Conference. The launch of Limgroupâ??s first strawberry variety from seed marks a turning point in the strawberry sector. This innovation promises good yields and high-quality strawberries,Â but it also represents a significant advancement in the sustainable cultivation of this crop.

â??This transformation is set to revolutionise the entire strawberry sector,â• says Vincent Deenen Limgroupâ??s CEO. â??The transition to strawberries grown from seed will have significant advantages for every link in the chain: breeders will have access to cutting-edge technologies allowing them to innovate more effectively. Propagators can start with clean plant materials and automation presents them with new opportunities.Â Additionally, their production cycle will be drastically reduced from two years to just 16 weeks. Among other things, the resulting benefits represent a significant step forward in making strawberry cultivation more sustainable, a goal our industry needs to work towards."
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Roland Sweijen, Product Lead Strawberry adds: â??And the availability of fresh plants at virtually any time gives growers more flexibility in their cultivation methods, resulting in increased efficiency, precision and professionalism. Retailers can respond to market demand for sustainably produced strawberries, whilst consumers will benefit from healthier, more sustainably produced strawberries, which results in a better eating experience. This transition creates a win-win situation for everyone.â•