

# UCD Royal Royce

Outstanding Day Neutral for the 21st Century Market



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2022



# UCD ROYAL ROYCE BENEFITS

 **Exceptionally high yields of marketable fruit**

 **Consistently produces large visually appealing fruit over a long growing season**

Developed at the University of California, Davis, this dayneutral cultivar was named in honor of Royce S. Bringhurst, a pioneering plant geneticist and strawberry breeder at UCD. This cultivar was selected for production in coastal California and diverse Mediterranean climates. UCD Royal Royce produces exceptionally high yields of marketable fruit and significantly fewer runners than most day-neutral cultivars, which translates into lower costs of production and increased profits for fruit growers. This cultivar consistently delivers large fruit throughout the growing season with especially high yields late in the growing season. The fruits are sweet with a good sugar-acid balance, resistant to harvest and handling damage, and have a long shelf life.

 **Produces fewer runners in berry production, resulting in lower production costs**

 **Long shelf life fruit with good flavour and sugar-acid balance**

Exceptionally High Yields of Marketable Fruit -

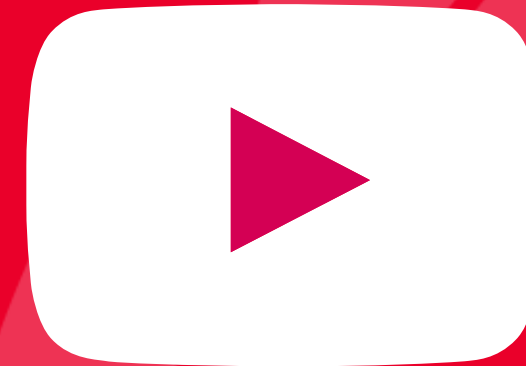
UCD Royal Royce is an asexually propagated hybrid suitable for production anywhere dayneutral cultivars are grown. This cultivar has excelled in diverse long-day environments and produced blockbuster yields in coastal California and other mild Mediterranean climates where day-neutral cultivars typically thrive.







# UCD ROYAL ROYCE IN ACTION



[Click to play video](#)

GPG

# UCD ROYAL ROYCE OVERVIEW

## Plant Habit

Exceptionally large crowns and fewer runners than other cultivars

## Seasonality

Consistent yields over the typical dayneutral or everbearing growing season

## Quality

Large, visually appealing fruit with a long shelf life

## Climate

Typical European day-neutral and everbearing production environments

## Cultivar

Asexually propagated hybrid

## Yield

Exceptionally high yields

## Chilling Requirements

400 to 600 chilling hours recommended for maximum yield

## Planting Density

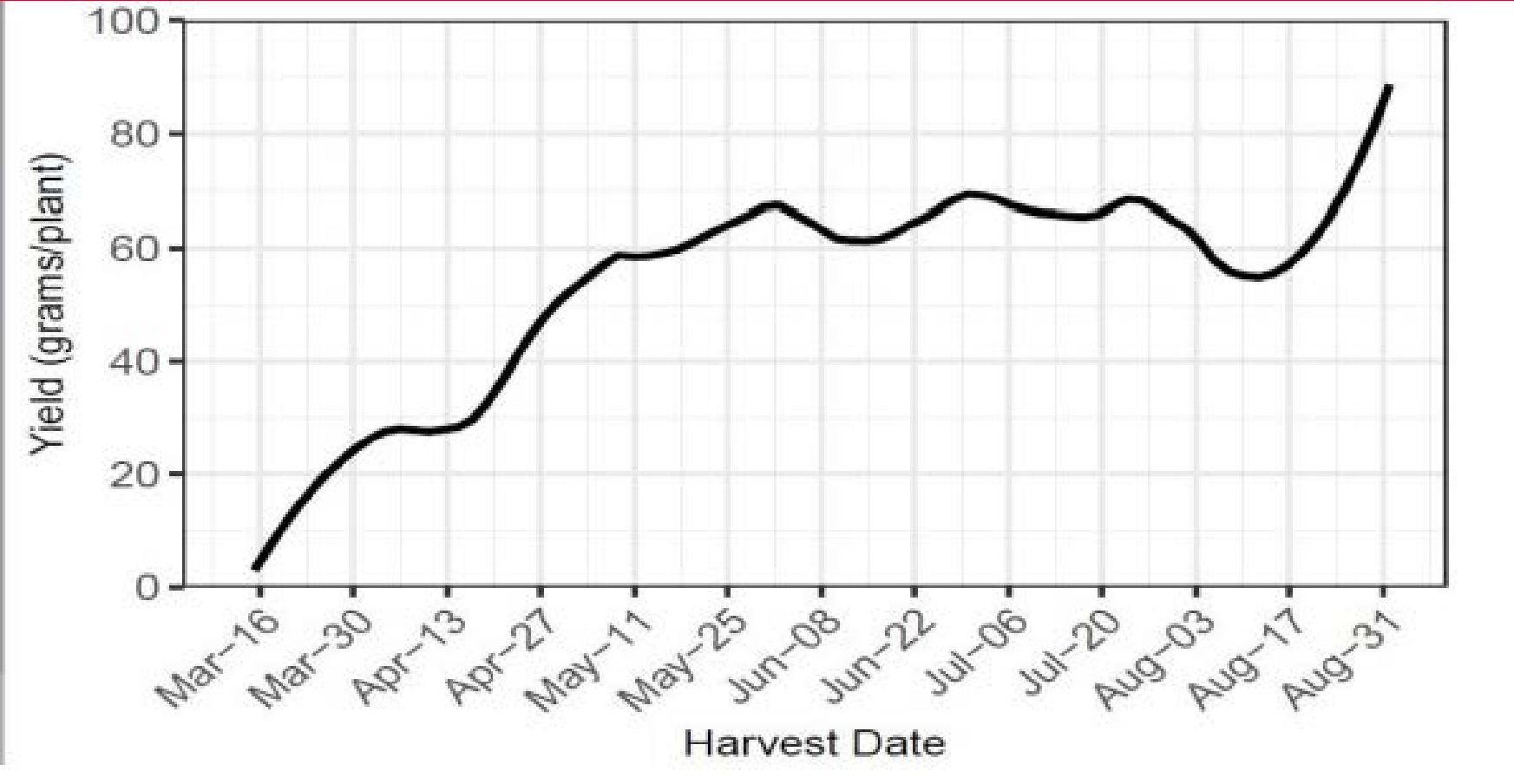
50,000 to 60,000 plants/hectare





# UCD ROYAL ROYCE OVERVIEW

- 🍓 Ideal for consistent year-round fresh market production
- 🍓 Exceptionally high percentages of visually appealing marketable fruit



- 🍓 Exclusive hybrid plants
- 🍓 Crowns produced from certified disease-free foundation stock
- 🍓 Technical advice to maximize productivity and profits







## UCD ROYAL ROYCE REVIEW

“ We are just completing our first trial of UCD Royal Royce in Huelva, Spain. It has proven to be a very early variety, even though the plants were not planted early, it gave quite a lot of nice looking fruit in January, February and March, out yielding all other day-neutral varieties in the test plot. We look forward to testing UCD Royal Royce again next season with earlier plantings of bare-root plants and/or potted plants.”

Felipe Rey – Viveros Campiñas SCA

# LICENCE HOLDERS

UCD Royal Royce strawberry plants can be purchased from the following licensees, according to territory:



Egypt

[nmossilhi@mdgroup.com.eg](mailto:nmossilhi@mdgroup.com.eg)



Jordan

[atayeh@oceanside.jo](mailto:atayeh@oceanside.jo)

JCLM Farming Pty LTD

Australia

[jack@jclmfarming.com.au](mailto:jack@jclmfarming.com.au)

Laureano Delarmelina

Argentina

[ldelarmelina@hotmail.com](mailto:ldelarmelina@hotmail.com)



Chile

[tpfeil@losolmos.cl](mailto:tpfeil@losolmos.cl)



UK, EU, Morocco

[contacto@maae.pt](mailto:contacto@maae.pt)



China

[chris.he@perfection.com.au](mailto:chris.he@perfection.com.au)



UK, EU, Morocco

[w.hack@rapo.nl](mailto:w.hack@rapo.nl)



Australia

[Andrew@ssr.farm](mailto:Andrew@ssr.farm)



Australia

[ddavies@tcsrgco-op.com.au](mailto:ddavies@tcsrgco-op.com.au)



UK, EU, Morocco

[arjona@medinagroup.es](mailto:arjona@medinagroup.es)



UK, EU, Morocco

[info@viveroscampinas.com](mailto:info@viveroscampinas.com)



UK, EU, Morocco

[info@viveroscarbonero.com](mailto:info@viveroscarbonero.com)



Turkey

[ahmetyaltir@yaltir.com.tr](mailto:ahmetyaltir@yaltir.com.tr)



If you are located in other territories and are interested in the UCD Royal Royce strawberry, please make contact with us for more information.



GPG Strawberries



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# CONTACT US



Rupert Hargreaves

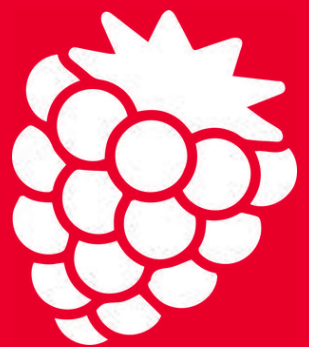
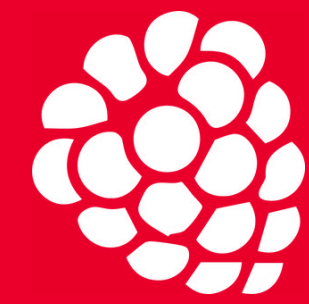
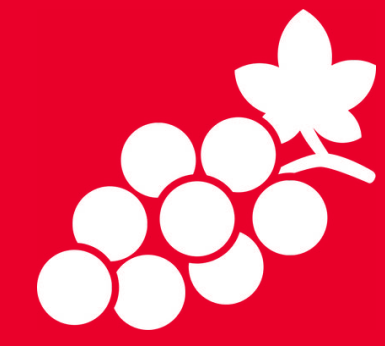
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