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Rumba wins!



The early variety 'Rumba' beat the competition in 2012. The often poor weather in strawberry season proved no real problem for Rumba. By now, Rumba is being cultivated in several European countries. Growers are full of praise for the quality and yield of the variety. The beautiful shiny red strawberries are an eye-catcher that is easy to sell. The variety is easy to grow, as well. The strawberries are often sold through retailers, but also via home sale directly to consumers.

News

- In Poland Rumba won the prize for the most beautiful strawberry of 2012
- See also the variety description on: www.thefruitfirm.com

A few enthusiastic growers comment:

HARRIET DUNCALFE | WISBECH, UNITED KINGDOM: 'For the past two seasons, we have trialled Rumba at our company and have been impressed by the size of the fruits, their good quality and gloss. The strawberries are easy to pick. It is a promising new variety.'

ANNA KARIN NILSSON | SJÖBO, SWEDEN cultivates Rumba in the open and in tunnels. She already has several years' experience with it. She is particularly enthusiastic about growing Rumba in a tunnel. She says: 'The plants have few problems during cultivation. Production is good compared with other early varieties. The fruits have a bright shiny red colour and are significantly larger than those of Honeoye. This makes Rumba strawberries easy to sell. The taste is rather good. Rumba is a variety with great potential in Sweden.'

JOHANN LANG | EGMATINGEN, GERMANY has also known Rumba for a few years. He says Rumba is a robust variety with nice round fruits. 'The flavour of the strawberries is generally good. The variety is particularly

suited for sale in supermarkets. Rumba is early; here the harvest begins shortly after that of Cléry. Rumba survived the winter well; snow protected the plants against frost. Rumba is not very sensitive to late frost in April or May, either, because the flowers are protected by the leaves. So there are few misshapen berries. The good fruit setting and the homogeneous sizing are a clear advantage.'

BERNHARD LEVENIG | NÖRVENICH-PINGSHEIM, GERMANY: 'Rumba is a variety that has few problems with winter frost. The beautiful appearance is distinctive: shiny bright red strawberries. Additionally, there are few misshapen fruits. In terms of flavour, Rumba is no Sonata; but the firmness of the berries certainly makes the variety suitable for selling through retailers.'

At **OBSTBAU MAUEL | SWISSTAL, GERMANY** Rumba has been cultivated in high tunnels with black plastic in a tunnel for some years. Maria Mauel says: 'In contrast to Elsanta, it is quite feasible to grow Rumba for several years on the same plot. The harvest begins



approximately the same time as Cléry. However, Rumba has less of a peak in the harvest, producing evenly over a longer period. In warm weather Rumba should be picked at short intervals. We are satisfied with the yield, particularly because there are fewer misshapen fruits than with Elsanta. This is important for an early harvest!

TOBIAS BUSCH | TOSTEDT, GERMANY

cultivates Rumba only with fresh plants. 'The good health of the plants and their vigorous growth are positive. The fruit

quality is excellent and the strawberries can be stored well. The strawberries still look shiny and fresh after two days in refrigeration. And their colour does not continue to change. We have seen no misshapen fruits, and the plants can be harvested to the last strawberry because the quality remains stable. The flavour of the strawberries is average and suited for all sales channels.'

RUMBA COMPARED TO SONATA AND HONEOYE

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

* Scale: 1-9 A higher number means better flavour, firmness, shelf life and less vulnerability. Data from Dutch tests.

