

NOVEMBER

Plugs are set and early growth is focused on root development. This development is usually supported with pre plant fertilizers.

Use applications of ¼ lb per month to aid in root establishment and early shoot development

DECEMBER - JANUARY

Continues to see weather that is too cold to allow plants to take up nutrients . Growers seek to continue root development and early shoot growth

FEBRUARY

As the weather warms nutrient uptake increases and plants are ready to begin being pushed by fertilizer programs.

Grower's applying ¼ - ½ lb along with standard nitrogen applications will note petiole size will increase, calyx' will swell and early crown split will take place. All well known signs of solid yields soon to come

MARCH

Fields see the transition to market quality fruit.

Early and repeat pickings are caused by continued early applications of FPLL15. Growers often see market quality picks 10-14 days earlier.

APRIL - JUNE

When adequate nutrition is provided plants continue to cycle from berry set to new plant growth, leading to continued heavy harvests throughout these key months

These cycles are accompanied by high nutrient demands., in particular high nitrogen demands. Continued applications of 2-5 lbs per acre per month will ensure plants have the energy needed to continue these frequent transitions.

JULY

Plants generally begin to tire and growers often see a shift .(as?) Growth and berry size is often negatively affected by the high production demands and increased summer heat.

Applications of 5- 7 lbs per acre in this months have seen plants continue to produce good sized, market quality fruit - avoid the freezer!

AUGUST - OCTOBER

– Fields have often made the transition to freezer berries, with more Southern areas beginning to pull plants as early as July. Growers continuing to produce market sized fruit have a significant advantage during these late season months.

Rounding out programs with 3-4 lbs per month have been seen to prolong market worthy production even deep into the season