

FREQUENTLY ASKED QUESTIONS

WHEN CAN I EXPECT FRUIT?

Under normal conditions which include warm summer temperatures and a full sunny location your strawberries will begin fruiting accordingly in early summer.

WHAT IS THIS VARIETY LIKE?

Ozark Beauty Strawberry promises to produce bright red, medium-size strawberries that are loaded with intense, super-sweet, true strawberry flavor! Hardy plants are resistant to red stele and leaf spot diseases with many runners.

WHAT ARE THE HEALTH BENEFITS OF STRAWBERRIES?

In addition to being low in fat and calories, strawberries are naturally high in fiber, vitamin C, folate, potassium and antioxidants, making them a sweet choice that advances heart health, reduces the risk of certain types of cancer, and gives a boost to total body (and mind) wellness.

CAN I USE THESE IN COOKING?


You'll eat them fresh, with cream, in jams, cakes, pies, syrups, or to flavor liqueurs and cordials.

FIRST THINGS FIRST...

When your plants arrive from Roberta's, remove from the shipping box immediately.

If you can't plant right away, bare root plants can remain in their original packing for 5 to 7 days. Keep them in a cool (but not freezing) place out of direct sun. The refrigerator will do. Do not remove the packing material until the moment you're ready to plant.

When ready to plant, do the job as early in the day as possible to avoid extreme soil temperatures that prevent proper water uptake from the roots. Water them in well and whisper a few words of wisdom.



Our Warranty (Perennials)

We aren't happy if you aren't happy. If you have any questions regarding your order please call us at 1-800-428-9726 during the hours of 8:30am and 4:30pm EST. You can email questions to us at: plantquestions@robertasinc.com.

If your bulbs, cuttings etc. do not sprout, or your plant dies within one year from the date of shipment, we will send you a replacement free of charge. We cannot accept responsibility for losses due to extreme weather or neglect. Simply call us at the above toll free number or fill out the plant replacement form on our website at www.robertasinc.com.

Roberta's will replace it with a similar or comparable plant at no charge. If your replacement is not available or it is too late in the season to ship, it will ship the following year.

Neither the retailer nor any other company involved in the sale or promotion of this product is a co-warrantor of this plant warranty.

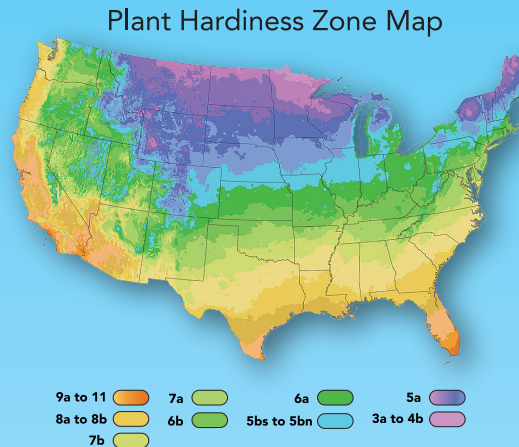


ROBERTA'S GARDENS

PLANTING AND GROWING GUIDE



Strawberry



1-800-428-9726

Monday - Friday 8:30AM - 4:30PM EST

Thank you
for bringing us into your home

www.robertasinc.com

Roberta's, P.O. Box 368, Waldron, IN 46182



QUICK REFERENCE PLANTING GUIDE

LIGHT/SUN EXPOSURE:	Full to Partial Sun
USDA HARDINESS ZONES:	4 - 8
PLANT TYPE	Perennial
PLANTING DISTANCE:	12-24 inches
MATURE HEIGHT/SPREAD:	8-10 inches tall and wide
BLOOM TIME:	Blooms in Late Spring; fruit by the 2nd Season in early summer
PLANTING INSTRUCTIONS: <small>(soil preparation, depth, which end is up, etc.)</small>	Remove plastic bag and/or sleeve from around root(s). Discard any packing material clinging to the roots. Transplant into the garden as soon as evening temperatures stay above 40F.

PLANTING GUIDE

1 STEP	The most common method for planting strawberries is in the matted row system. Set your new plants 18"-24" apart in rows 3' to 4' apart.
2 STEP	Allow their new runners to set in the row up to 2' wide, removing plants that stray beyond that boundary.
3 STEP	Be careful to keep the crowns just at the soil surface, do not plant too deep or they might rot or too shallow as they will heave.
4 STEP	Water well at time of planting and continue irrigation through September as drought stress will affect harvest. Fertilize if necessary.
5 STEP	Remove flowers in the first season so that plants produce more runners.

CONTINUING CARE

SHELF LIFE
Strawberries should be planted as early as possible in spring—frosts will not hurt newly planted berries. If you can't plant right away, bare root plants can remain in their original packing for 5 to 7 days. Keep them in a cool (but not freezing) place out of direct sun. The refrigerator will do. Do not remove the packing material until the moment you're ready to plant.

GARDEN LOCATION
When making a strawberry bed in an established garden, be sure to locate it away from any spot where you have grown peppers, tomatoes, eggplant or potatoes. These plants can harbor verticillium wilt, which is devastating to strawberries.

POTTED PLANTS
Rather than in the garden you may plant into raised beds or containers. A 12-inch hanging basket can probably accommodate 3 to 5 plants. In window boxes, position plants 6 inches apart. Strawberry jars require one plant per hole.

SOIL PREPARATION
Your strawberry bed should have good drainage and be well tilled with rich organic matter such as manure or compost to give your strawberry plants a good start, with amendments again in the spring. Keep your plants well watered until they are established (but don't overdo) and up to fruiting time. Potted plant should also be grown in fertile, moist but well-drained soil.

PLANT PREPARATION
Remove plastic bag and/or sleeve from around root(s). Discard any packing material clinging to the roots. Transplant into the garden as soon as evening temperatures stay above 40F.

PLANT HEIGHT AND WIDTH
These grow about 8 to 10 inches tall and 8 to 12 inches wide.

PLANTING DEPTH
Dig a wide, shallow hole large enough to accommodate the roots comfortably. Then spread the roots evenly inside the hole and cover them with soil, setting the crown (the point where stem and roots meet) at soil level. Firm the soil with your hands and water thoroughly. Place the crown precisely at soil level rather than deeper or higher. This is very important. It keeps the crown from rotting or from drying out.

WATER
Keep your plants well-watered until they are established (but don't overdo) and up to fruiting time. Water upon planting and a couple times a week all summer long.

FERTILIZER
Do not fertilize at planting time. After the plants are growing, fertilize with a balanced, water-soluble fertilizer every 2 to 3 weeks until the end of August. This helps maintain flower count and fruit production from year to year. For best results, use Roberta's Hawaiian Magic Plant Food (M7503).

LIGHTING
Full sun is preferred though half day is sufficient.

BLOOM PINCHING
This variety is self-pollinating. Flowers appear in late spring. During the first season, it is advisable to remove 25 to 30% of blossoms as they appear, to help encourage plants and runner growth.

TEMPERATURE ZONE 4 to 8
If they are planted in the ground, they will come up at the right time without worries of frost damage. If they are planted in pots, you must place your pots outside and leave them there all summer long. They are hardy to minus 20F in the garden. In cold-winter climates, move containerized strawberries inside in fall if temperatures go below 30F.

WINTERIZING
These are perennials and will come back every year. Just let them die back naturally. In the spring remove any remaining debris. They are hardy to minus 20F in the garden. In cold-winter climates, move containerized strawberries inside in fall if temperatures go below 30F.

ADDITIONAL REFERENCE



Strawberry Shipped as Shown



Large, ripe strawberries growing in a pot



Awesome for jams



Numerous runners within the 1st season