



Flair

- Very early variety
- Excellent flavour
- Brightly coloured fruit
- Disease tolerant
- Suitable for tunnel cultivation

Flair

Flair is an early strawberry variety with an excellent flavour and a wonderfully fragrant aroma; the fruits are conical and have an attractive gloss. This tasty strawberry remains a customer favourite. Flair also makes growers happy; the harvesting pattern is compact, and the fruits are easy to pick due to the open plant structure. The plant is resistant to root diseases and mildew.

Cultivation

Flair has an open plant structure with long petioles. The best cultivation strategy is to keep the plant 'compact'. Flair does well in fertile soil, without wet patches. It's important that this plant is watered both sufficiently and frequently.

Flair thrives best on heavier soils. On lighter sandy soils, there's a risk that the plant will open, leading to reduced yields.

Flair is best planted in rows, with at least 1 metre between each row. Flair is ideal for double cropping, and also suitable for tunnel cultivation.

It can be grown in open fields or on raised beds. Flair will produce a higher yield under intensive cultivation. The recommended planting distance is 25 to 30 cm, as the plant has a very open structure and produces long flower trusses. Other important points: Flair requires lots of zinc. This is related to the need for manganese and iron; excessive levels of manganese and iron hinder the absorption of zinc.



Harvest

Flair is an ideal strawberry variety for direct sales and shorter distribution chains. The harvest is very early; 7 to 10 days before Elsanta, and 3 to 5 days before Clery. The harvest period is compact. The flower stalks are long and visible above the leaves, so the fruits are easy to pick.

In summary: Flair brings a smile to the faces of both strawberry lovers and growers, especially if you get your plants from de Kemp BV; they give just that little bit extra...

Flair

Productivity



Taste



Disease resistance



Shelf life



Firmness



Quality is our passion!
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