‘Florida Brilliance’ Strawberry (PPAF)

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Summary

‘Florida Brilliance’ is a new strawberry cultivar with excellent conical fruit shape throughout the season and the highest November and December yields among all UF varieties. Growers are encouraged to choose planting dates, fertility rates and disease management options according to the recommendations outlined in this report.

Characteristics

‘Florida Brilliance’ (Plant Patent Applied For) is a new short-day strawberry cultivar released by the University of Florida and commercialized in 2018. This cultivar was originally evaluated as breeding selection FL 13.26-134. It originated from a 2013 cross between selection FL 11.31-14 (female parent) and selection FL 10-153 (male parent).

Figure 1. Plants and fruit of ‘Florida Brilliance’ on a commercial farm near Plant City, FL in late-February, 2018.

‘Florida Brilliance’ is so named for its attractive fruit which are glossy and conical in shape (Fig. 1). It maintains very consistent shape and does not produce any elongated fruit early in the season, which is a weakness of ‘Florida Radiance’. The fruit of ‘Florida Brilliance’ are also more firm at harvest than other University of Florida varieties, with excellent shelf life and juicy texture.

The average soluble solids content (˚Brix) of the fruit is similar to ‘Florida Radiance’ and less than ‘Florida Beauty’ and Sensation® ‘Florida127’. Its flavor has been rated slightly better than ‘Florida Radiance’ on some harvest dates, with higher sweetness and lower sourness. The average fruit size of ‘Florida Brilliance’ is larger than ‘Florida Radiance’ but not as large as Sensation®. It also is very efficient to harvest due to its open yet robust plant and long stems. Early yields (late November through January) are the highest among the University of Florida cultivars.

Disease Resistance

‘Florida Brilliance’ has a similar disease resistance profile to ‘Florida Radiance’ except that it is more resistant to crown rots caused by *Colletotrichum gloeosporioides* (Colletotrichum crown rot) and *Macrophomina phaseolina* (charcoal rot). Thus, any plant mortality will most likely be due to *Phytophthora cactorum* (Table 1).

Management Recommendations

For disease management, nurserymen and fruit growers are recommended to make regular applications of Captan throughout the growing season. Switch should be held back as a tool for disease management during peak bloom periods when weather conditions are favorable for Botrytis. Phosphites should be the primary product applied for management of *Phytophthora cactorum*, as there has

been some resistance reported to mefenoxam, the primary ingredient in Ridomil Gold ®.

Table 1. Diseae resistance profile of 'Florida Brilliance' compared to 'Florida Radiance' (R = resistant, MR = moderately resistant, MS = moderately susceptible, S = susceptible, HS = highly susceptible).

Disease	Radiance	Brilliance
Anthracnose fruit rot	MR	MR
Angular leaf spot	MS	MS
Botrytis fruit rot	S	S
Charcoal rot	MS	MR
Colletotrichum crown rot	S	MR
Phytophthora root rot	HS	S
Powdery mildew	MR	MR

Growers are encouraged to plant 'Florida Brilliance' between Sept 25 and Oct 15, depending on soil type and fertility program. Early planting dates should work well on the most sandy soils, but later planting may be more ideal on heavier soils to prevent excess vegetative and runner growth (Fig. 2).

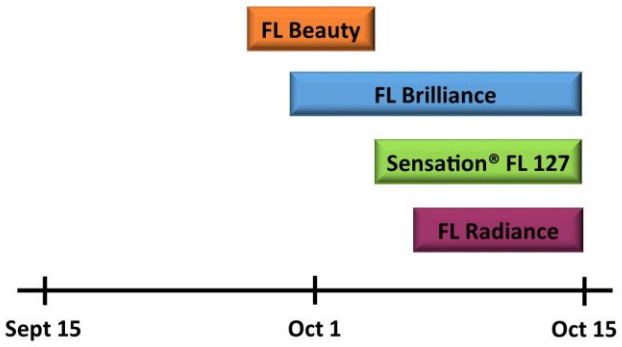

Figure 2. Recommended planting windows for UF strawberry varieties in central Florida.

In general, nitrogen application rates for 'Florida Brilliance' should be lower than for 'Florida Radiance' and 'Florida Beauty'. Specifically, research trials at GCREC show that high rates of 2 lb N/acre/day for 6-9 weeks after establishment can be optimal for 'Florida Radiance' and 'Florida Beauty'. However, for 'Florida Brilliance' only 3 weeks of higher rates were needed to maximize yields. Thereafter, rates higher than 1 lb N/acre/day should not be needed. If rates are too high for this variety, vegetative and runner growth may be greater than desired, particularly on heavier soils.

Stock Availability

Plants are available from licensed nurseries beginning during the 2018-19 season. Clean stock has been distributed to all nurseries supplying Florida growers on an equitable basis.

Contact

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