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The plants may be stressed from shipping – water them as soon as possible and keep them in a protected environment. If you will be transplanting within a few days, harden off the plants as you normally would. If you must wait to transplant the plugs, you may want to transfer them into larger cell flats or containers.

### **FIELD CULTURE ('Elan' and 'Durban'):**

Strawberries require well-drained, slightly acidic soil with a pH of 6.5–6.8, and full sun. Check your soil prior to planting and adjust the pH as needed. Create raised beds if your soil is poorly drained. Make sure that the planting area is weed-free, and work compost or a balanced fertilizer into the soil.

Transplant the plugs into single rows or staggered double rows with 12 inches between plants, and 36 inches between rows. Place the plugs so that the bottoms of the plants are level with the soil surface – strawberry plants will not thrive if planted too shallow or too deep. Drip irrigation is the best option for watering in order to help keep foliage dry and prevent disease. Keep the plants well watered after transplanting and throughout the growing season. 1–2 inches of rain (or equivalent irrigation) per week is ideal. If you are using fertilizers other than compost, side dress the plants in midsummer. Conventional fertilizers work best in small, more frequent applications to avoid root burn and waste of the fertilizer through leaching.

Remove any flowers that form during the six weeks following planting, and remove all runners during the first summer of growth in order to allow the root systems to become established. Because these varieties are day-neutral, they will flower and bear fruit from midsummer until frost. Fruit production may slow during very warm weather in late summer, but it will pick up again in the cooler weather of early fall.

In northern climates, cover the bed with 3 inches of weed-free straw mulch when the plants have died back in the fall. Heavy-weight row cover, such as Agribon+ AG-50, is also an option for mulch. In the following spring, pull the mulch back and side dress with compost or balanced fertilizer. Straw mulch can be placed around the plants and in the aisles for weed control. Day-neutral varieties do not need to be renovated like June-bearing varieties. Replace plants after 2–3 years to ensure good productivity.

### **CONTAINER CULTURE ('Elan'):**

Strawberries make wonderful edible ornamentals, and this variety is bred for this purpose. For small containers, plant one plug per 4-inch diameter pot. For larger containers, plant 3–4 plugs per 12-inch diameter pot. Place the containers in a sunny location and keep the soil moist. Avoid wetting the foliage during watering if possible (as you would for field plants), and feed with a balanced fertilizer on a regular basis. There is no need to pinch flowers or runners, as the plants will quickly become established in the containers with proper care.

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