



“La Clé des Champs” : the first step toward ecological management

“La Clé des Champs” is a moderately vigorous, mid-season strawberry cultivar that has been strongly resistant to foliar diseases for the past 10 years. The plant's fruit contain high levels of antioxidants and high measures of phenolic compounds, giving it a longer potential shelf life. These characteristics also explain the absence of grey mould (*Botrytis*) and white mould (*Oïdium*) during plot observation, making “La Clé des Champs” ideal for ecological production management.

“La Clé des Champs” fruit is attractive, with a clear red colour and a remarkably glossy and firm skin. It also has a uniform taste, making it the perfect choice for fresh-market and kiosk sales. Its fruit contains an excellent source of healthy antioxidants and represents a wise choice among nutritional foods available on the market. The fruit's attractive appearance has been widely appreciated during the many sampling demonstrations in which it has been involved.

“La Clé des Champs” produces medium to high yields, depending on the region. Good minor-element fertilization is required to grow the plant and it produces a high-calibre fruit all through harvest. While under observation, the test crops proved to be very hardy, both in Acadia, with little snow cover, and in St-Thomas-de-Joliette, with heavy snow cover.

“La Clé des Champs” is certainly an ideal choice that will assist you with the ecological management of your yield.

New variety for trial.

