

## REVIEW ARTICLE

# Strawberry: New hope of doubling farmers' income

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### ABSTRACT

*The strawberry's nutritional and potential health benefits make it a highly regarded fruit, and its production has increased rapidly in recent years. However, due to its seasonality, high perishability, and strict quality standards, it can result in significant surpluses that negatively influence the social and economic situations in the places where it is produced. In India, strawberry performs equally well in the temperate climate, subtropical in plains and, or tropical at a higher elevation. The main reason strawberry production is still in its infancy in India, despite its attractive fruits and pleasant flavor, is that it is a perishable crop. Several commercial organizations have recently established several pilot projects for large-scale strawberry cultivation. Farmers in the subtropics who live near a big cities, like, New Delhi, Lucknow, etc., have profitably cultivated strawberries during the winter months by using plant material propagated by runners in the hill states of India. Strawberry growers in the hills, thus, have two sources of earning potential from strawberry cultivation. A comparison of cultivars and economics of strawberry cultivation is presented.*