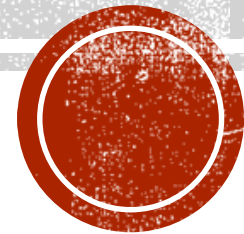


National Strawberry Sustainability Initiative

*Planning to Increase the Productivity and
Competitiveness of Sustainable Strawberry Systems*



NSSI HISTORY & CURRENT ACTIVITIES

History

- The Walmart Foundation funded the University of Arkansas Center for Agricultural and Rural Sustainability to launch grants program to advance strawberry sustainability from 2013 – 2015
- \$3.5M in grant funds to 26 projects in 2 years; projects were active in 17 states
- 117 on-farm and Experiment station trials; 80 You-Tube Videos; 100+ publications
- Reached 6800 growers and 1900 Extension Educators

Current Activities

- Planning grant
- National Assessment Survey
- Advisory committee



PROJECT COLLABORATORS & PARTNERS

- University of Arkansas (lead)
- University of Arizona
- University of Florida
- University of Maryland
- University of Washington
- Mississippi State University
- North Carolina State University
- North Carolina State A&T University
- Oregon State University
- Rutgers University
- Tennessee State University
- Texas A&M
- Virginia Tech
- USDA-ARS
- North American Strawberry Growers Association
- Florida Growers Association
- California Strawberry Commission
- Virginia Strawberry Growers Association
- Growers in 7 states



NSSI SCRI PROJECT GOALS

To utilize our network of strawberry scientist, extension workers, growers and industry representatives to develop a strategic plan that addresses the critical needs for research, outreach and education to expand strawberry production with sustainable technologies and practices.



NSSI ACTIVITIES

- A national strawberry needs assessment -- SURVEY
- A national proposal and project advisory board
- A national strawberry research and education working group
- Developing a nationally competitive SCRI full project based on results and priorities from the industry survey, advisory board and working group (submission in 2017)



STRAWBERRY SURVEY

Found at:

<http://strawberry.uark.edu>

Who should take the survey?

- Strawberry and nursery growers, managers, owners, Extension educators, crop advisors

Why you participate in the survey?

- To impact and guide future strawberry research and outreach programs

Who is leading this project?

- National Strawberry Sustainability Initiative (NSSI): collaborative effort among universities, growers, and USDA in 13 states to advance sustainable strawberry production

