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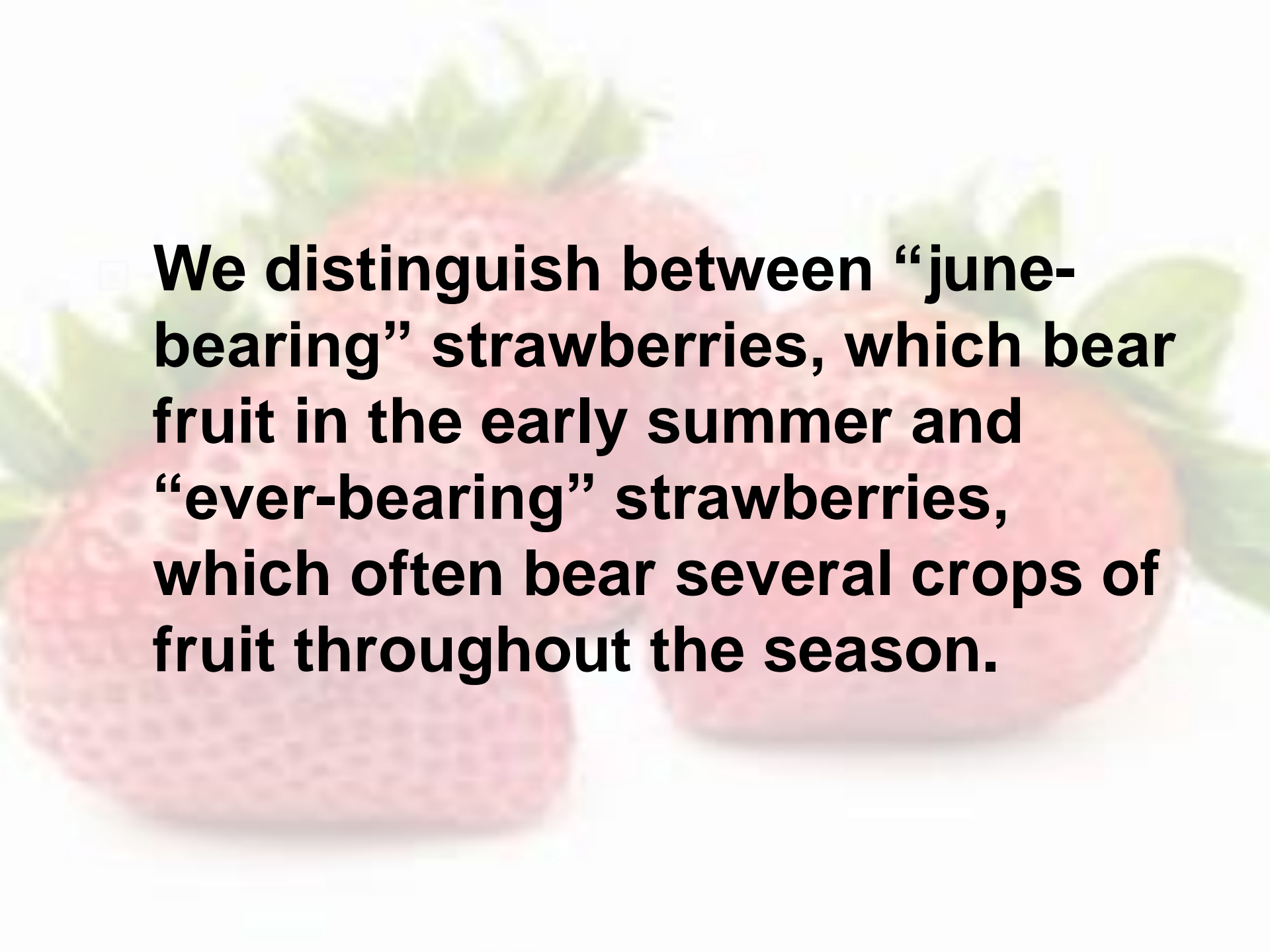
**Strawberry  
Shortcake**

# The whole process begins and finishes in our school.



- ❑ **Strawberry is a perennial herb which belongs to the family Rosaceae; it is widely appreciated for its characteristic aroma, bright red colour and juicy texture.**
- ❑ **The fruit contains 60 % of water, up to 12 % of sugar and is a rich source of vitamins and minerals, especially vitamin C (24 - 97 mg)**



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- **We distinguish between “june-bearing” strawberries, which bear fruit in the early summer and “ever-bearing” strawberries, which often bear several crops of fruit throughout the season.**

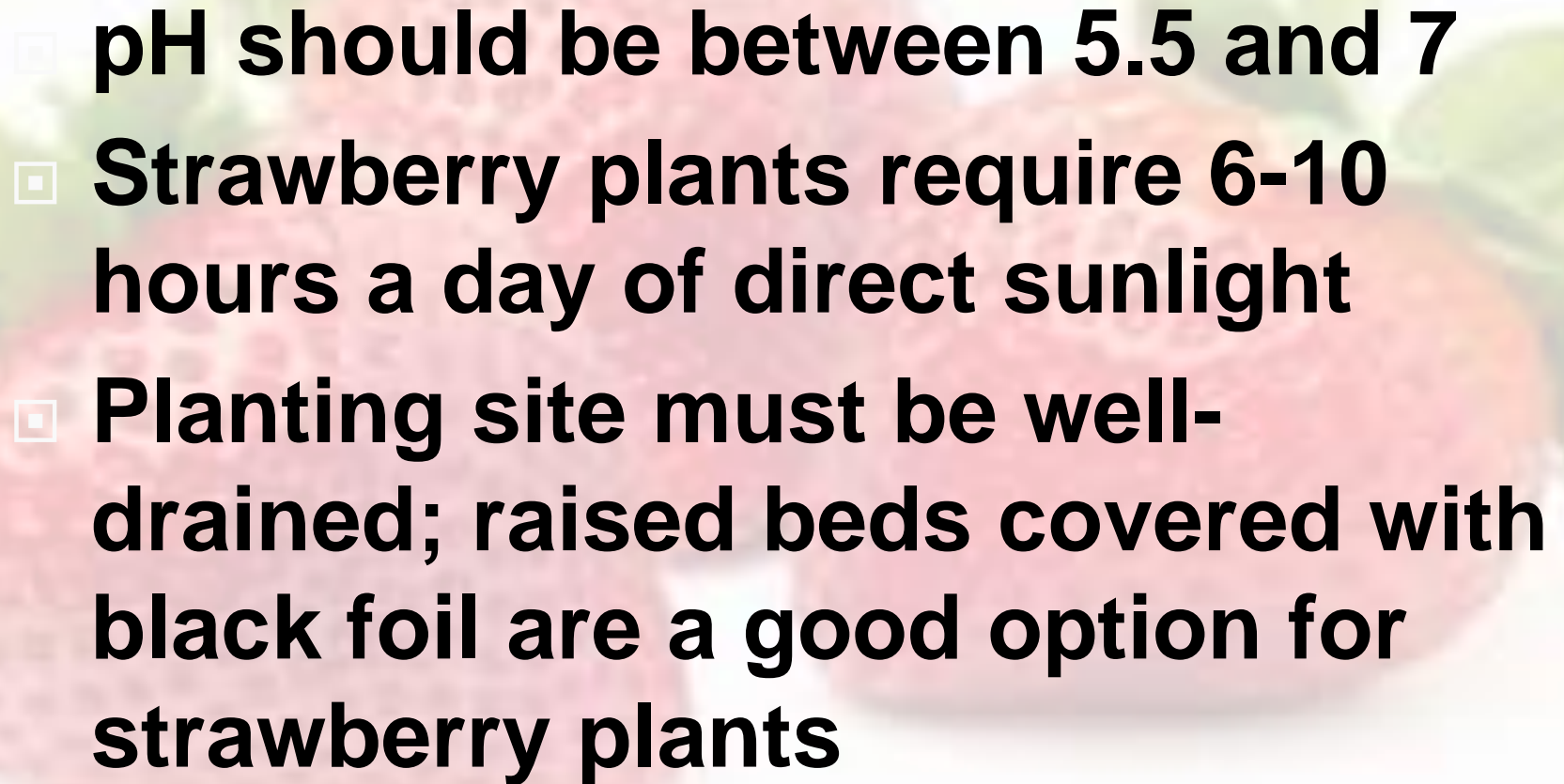
# Micropropagation


- ❑ **Plant tissue culture is a collection of techniques to grow plants under sterile conditions on a nutrient culture medium; it is used in a method called micropropagation**
- ❑ **Runner plants are propagated from small nodal segments**
- ❑ **After 5 weeks hardened plantlets with well developed roots and leaves are planted in the soil.**

# Planting

**Make planting holes deep and wide enough to put the entire root system without bending it; the roots should be covered, but the crown should be at the soil surface**

**Set plants out 20 inches apart, and leave 4 feet between rows**

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- ❑ **pH should be between 5.5 and 7**
  - ❑ **Strawberry plants require 6-10 hours a day of direct sunlight**
  - ❑ **Planting site must be well-drained; raised beds covered with black foil are a good option for strawberry plants**

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- The background of the slide is a soft-focus photograph of several ripe, red strawberries with green leaves, arranged on a light-colored surface.
- ❑ **Moisture is really important due to shallow roots so water adequately**
  - ❑ **Keep the beds mulched to reduce water needs and weed invasion**





# Advantages

- ❑ **Through preventing direct sunlight, prevents weed growth**
- ❑ **Maintains the soil structure**
- ❑ **Increases heat and moisture of the soil**
- ❑ **Increases the harvest by 20 - 30 %**
- ❑ **Increases fruit quality with more intensive red colour**
- ❑ **Prevents fruit rotting since it's not on the ground**
- ❑ **Promotes fruit growth to 3 - 4 dana.**
- ❑ **Saves working hours (no need for weed removal or watering)**

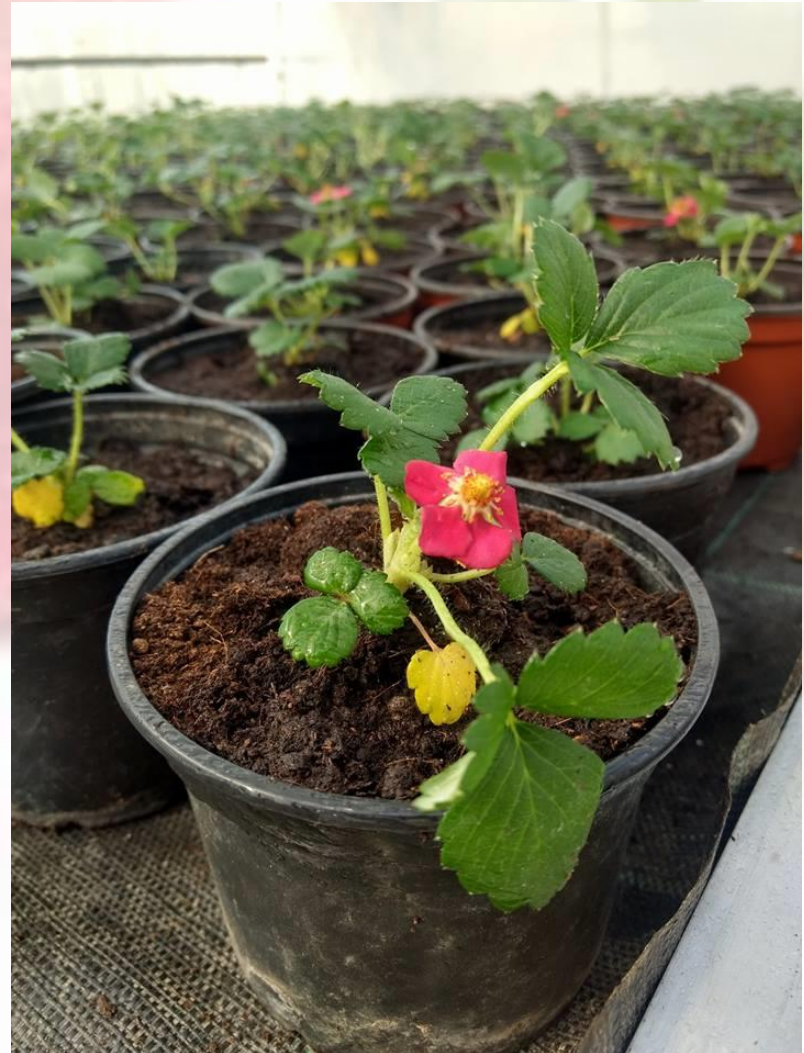


# Harvest time

- ❑ **Fruit is ready for harvesting 4-6 weeks after blossoming**
- ❑ **Harvest only fully red berries, and pick every three days**
- ❑ **Mornings and late afternoons, when the berries are cool, are the best time for picking strawberries**
- ❑ **Harvest will last up to 3 weeks**

# Production and sale

- ▣ **fresh fruit**
- ▣ **jam**
- ▣ **juice**







**In cooperation with the young entrepreneurs of our school we started a company dealing with strawberry growth and sales.**

# **The company is led by 13 students through 6 departments**

- general management**
- human resources**
- financial department**
- technical department**
- public relations**
- administration**

# General manager

- coordinates all the activities of the company
- deals with leadership and management of the enterprise

# Human resources

- take care of all the personnel
- responsible for the selection, training, assessment, and rewarding of employees, while overseeing organizational leadership and culture



# Financial manager

- ensures a positive cash flow
- covers the process of identifying and managing risks

# Logistics and manufacturing

- **organise production**
- **deal with market research**
- **manage the flow of goods between company and consumers in order to meet their requirements**

# PR manager

- identify main client groups
- write interesting press releases,
  - prepare information for media kits and develop and maintain company intranet web pages
- develop the company's identity, which includes the use of logos
- manage special events such as sponsorship of races, parties introducing new products, or other activities the firm supports in order to gain public attention through the media without advertising directly

# Secretary

- prepare and manage reports and documents
- organize and coordinate meetings
- organize events
- collate information
- answer all inquiries and provide information
- coordinate the flow of information