



## Introduction

The *Midwest Strawberry Production Guide* is a completely revised edition and is produced for the Midwest strawberry industry. The selection of color prints and sections on management, economics, plasticulture production, and marketing represent an improvement in information to encourage the future success of the industry.

The use of this guide is a must for the interested grower who is starting in the business or who is already established. This strawberry guide is based on many research and Extension publications as well as the research and demonstration plots that have been developed over the past several years. Growers and researchers have supported this research. Thus, this bulletin is dedicated to those who were willing to invest in the future of strawberry production in the Midwest.