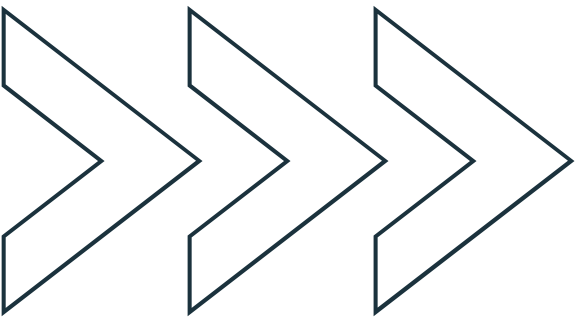




GLOBAL STRAWBERRY PRODUCTION - TCEA EMERGING ROLE



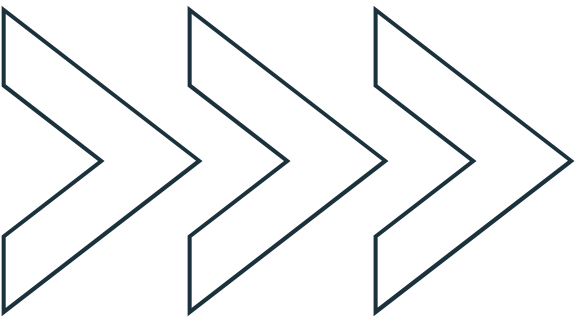
Presented by Katia Kouloumprouka Zacharaki



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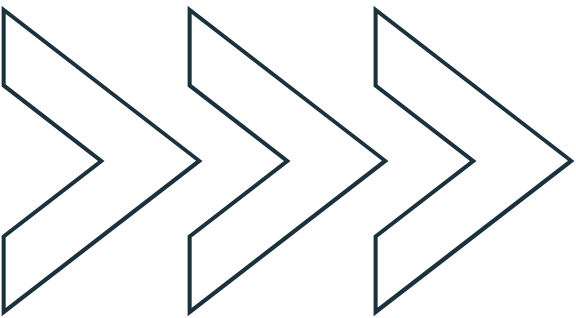
HOW ARE STRAWBERRIES GROWN?



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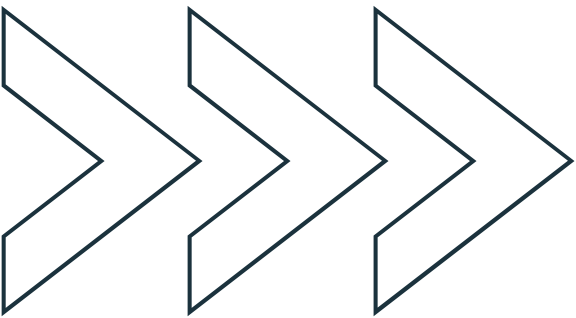
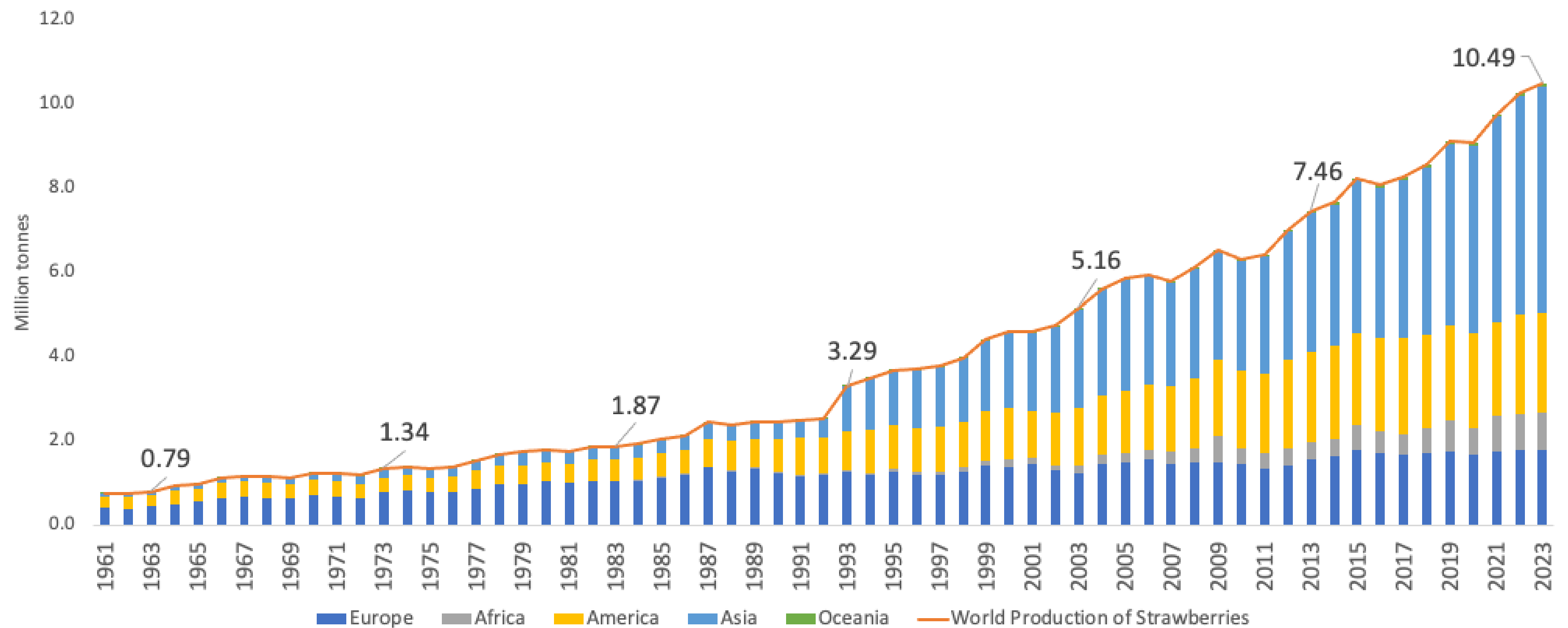
STRAWBERRIES UNDER GLASS



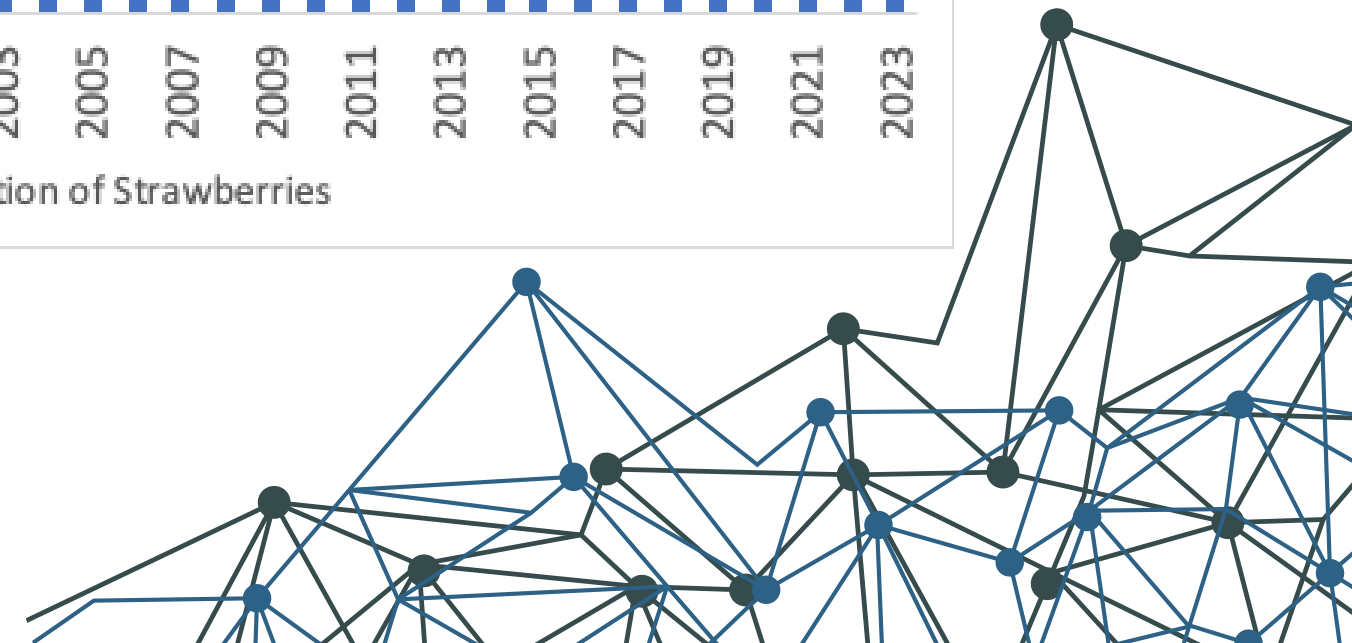
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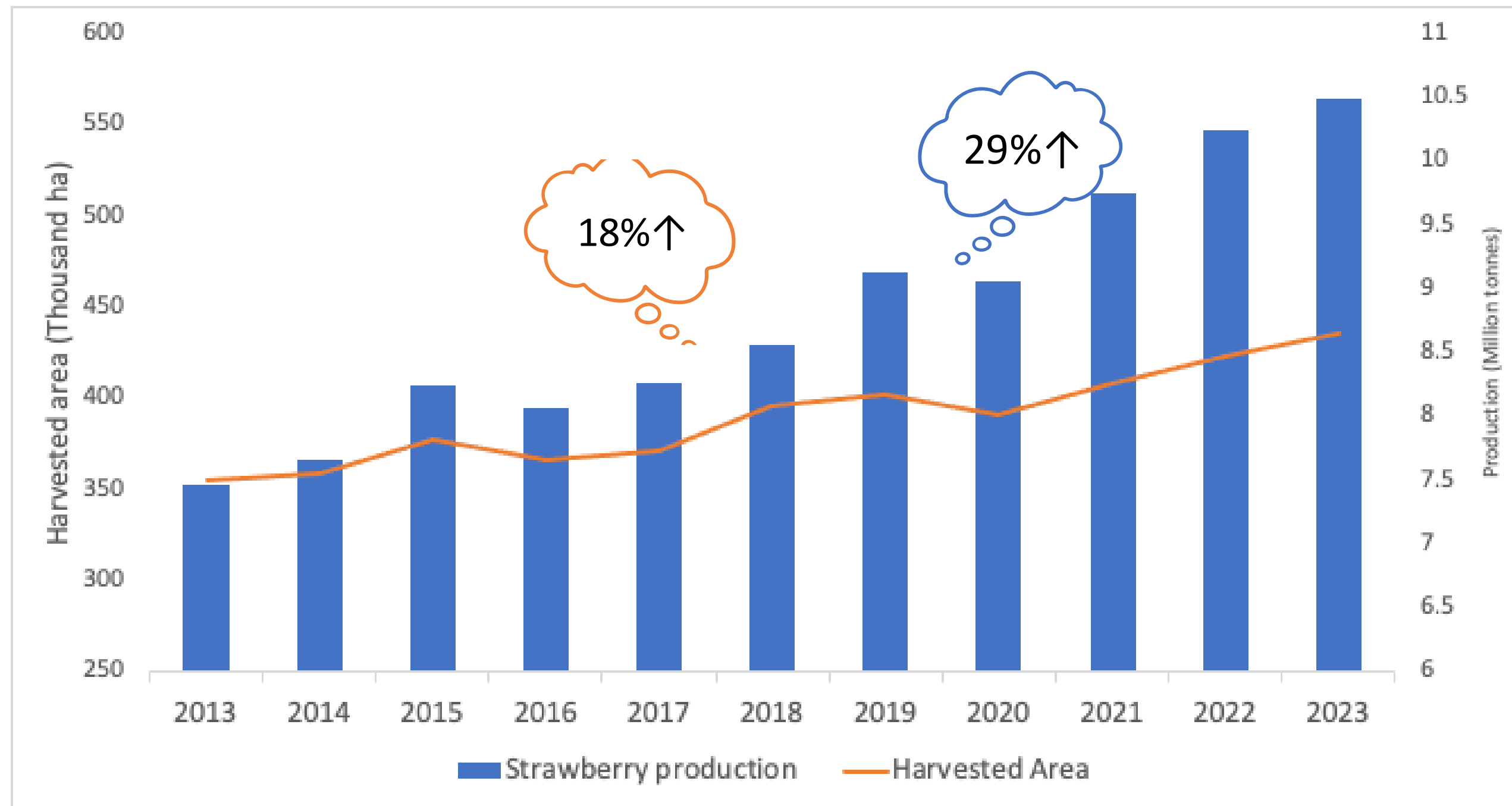
WORLD STRAWBERRY PRODUCTION (1961-2023)



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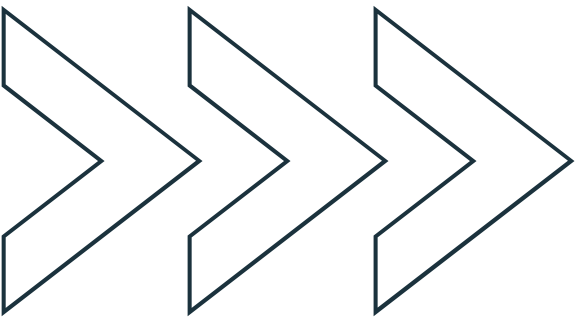
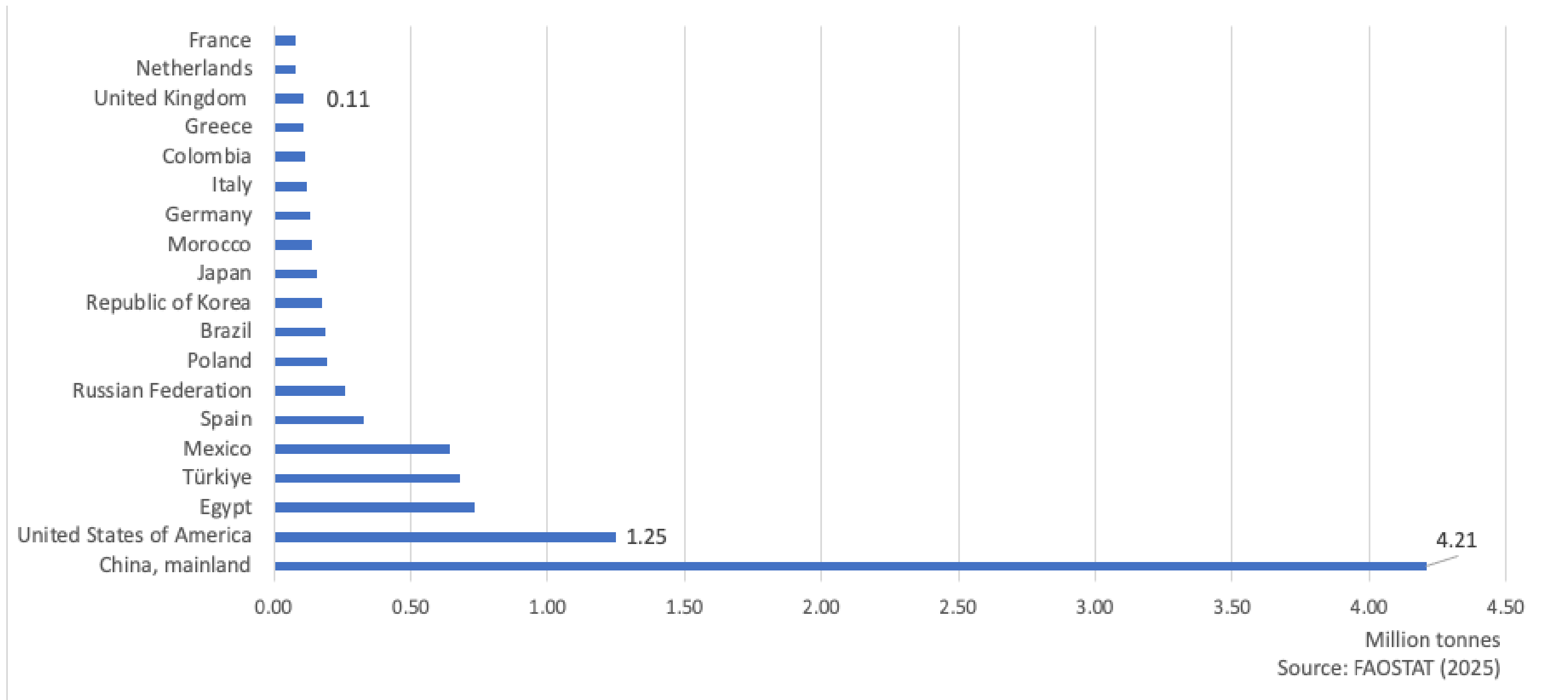


GLOBAL STRAWBERRY PRODUCTION AND AREA HARVESTED (2013-2023)

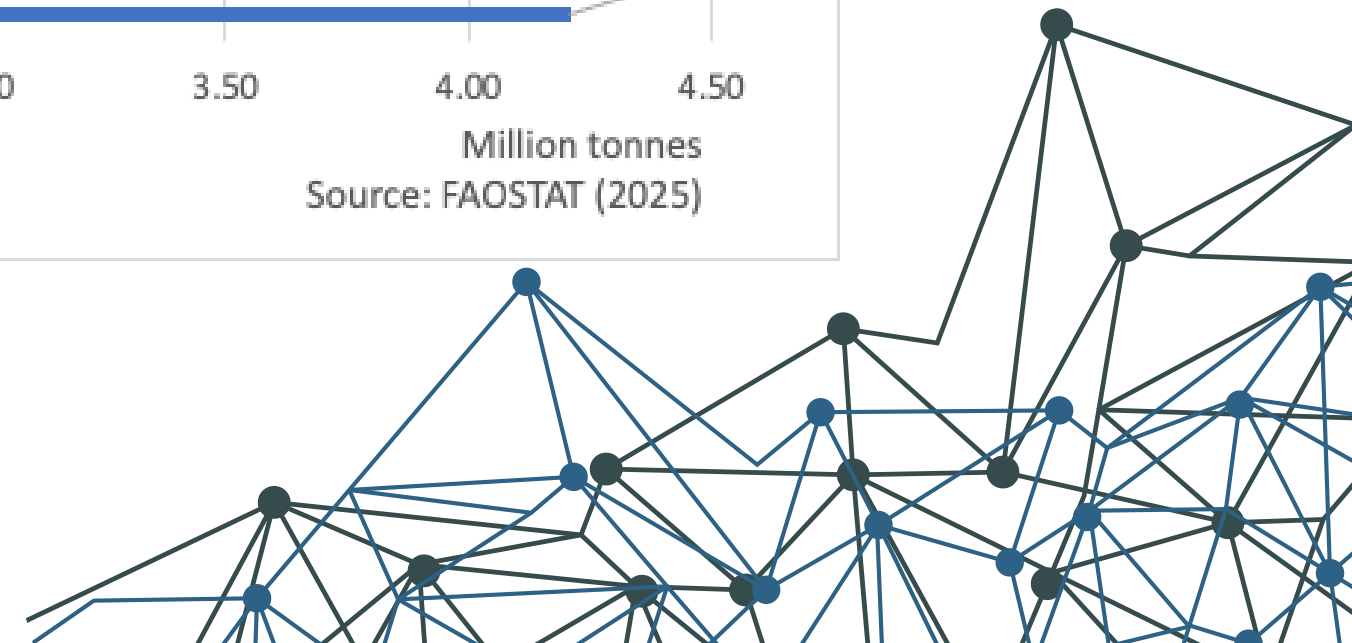


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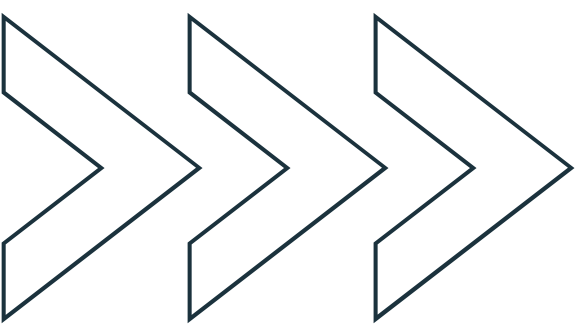
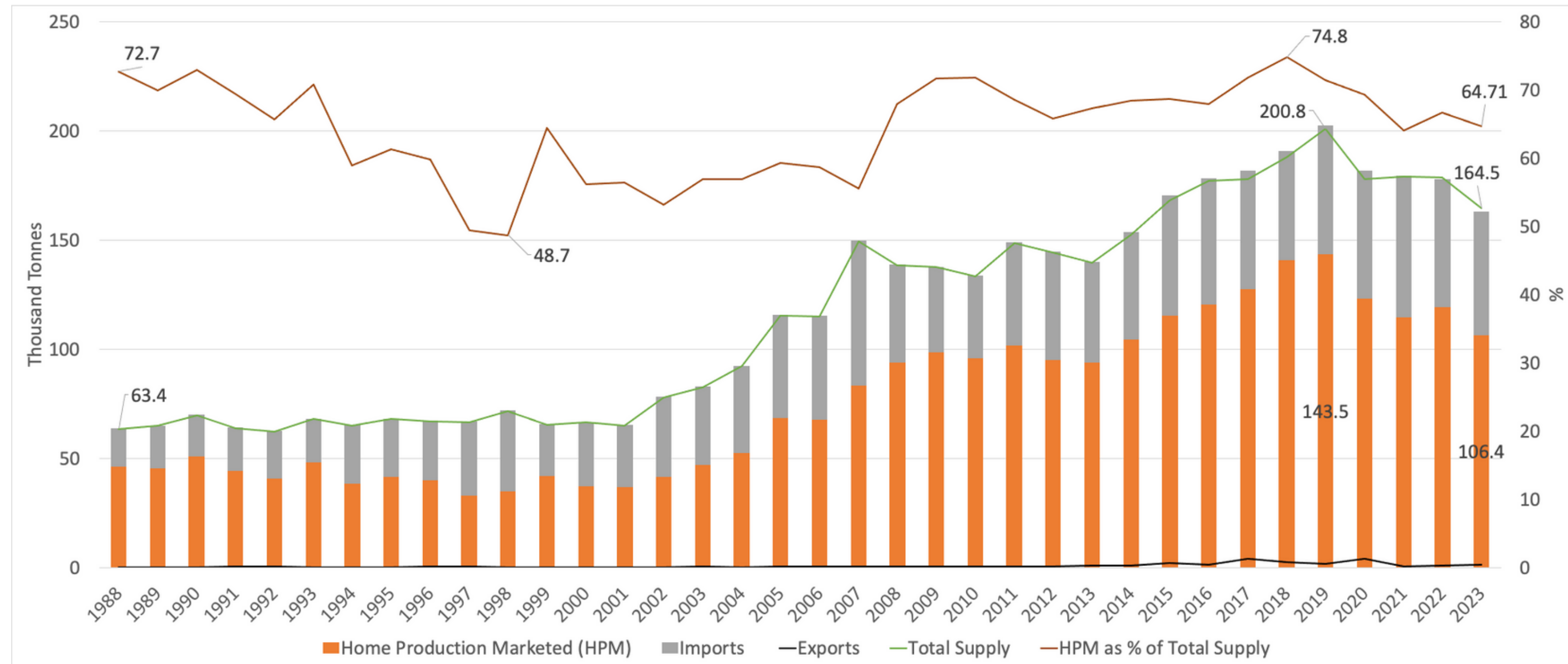
TOP 20 COUNTRIES PRODUCING STRAWBERRIES (2023)



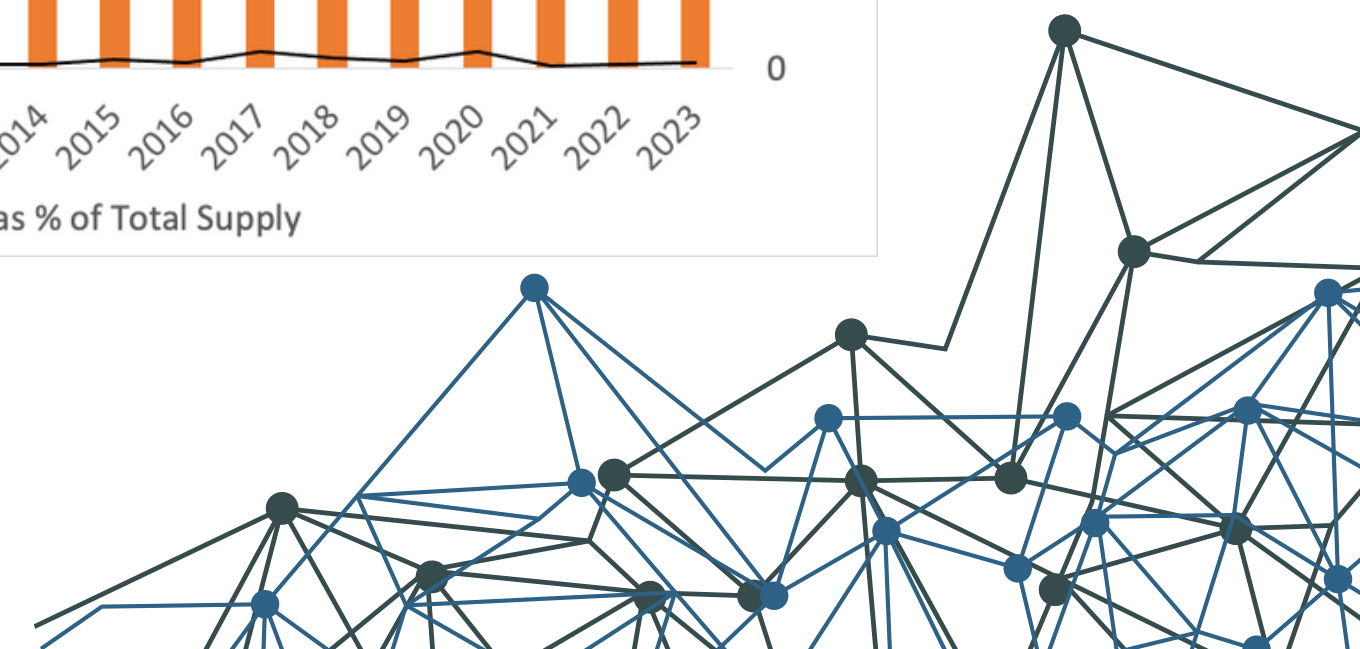
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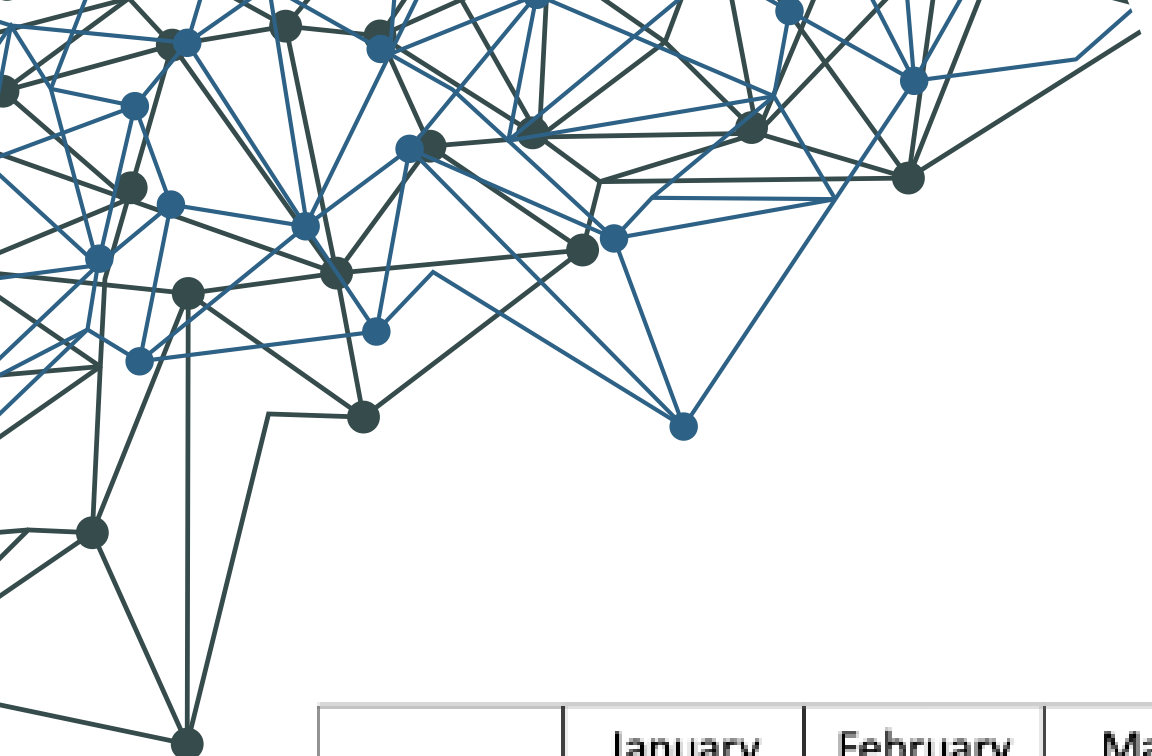


UK STRAWBERRY PRODUCTION, IMPORTS AND EXPORTS (1988-2023)



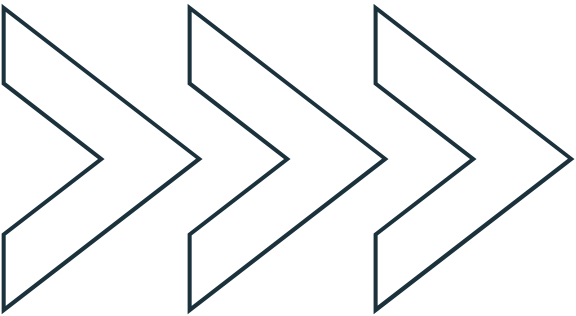
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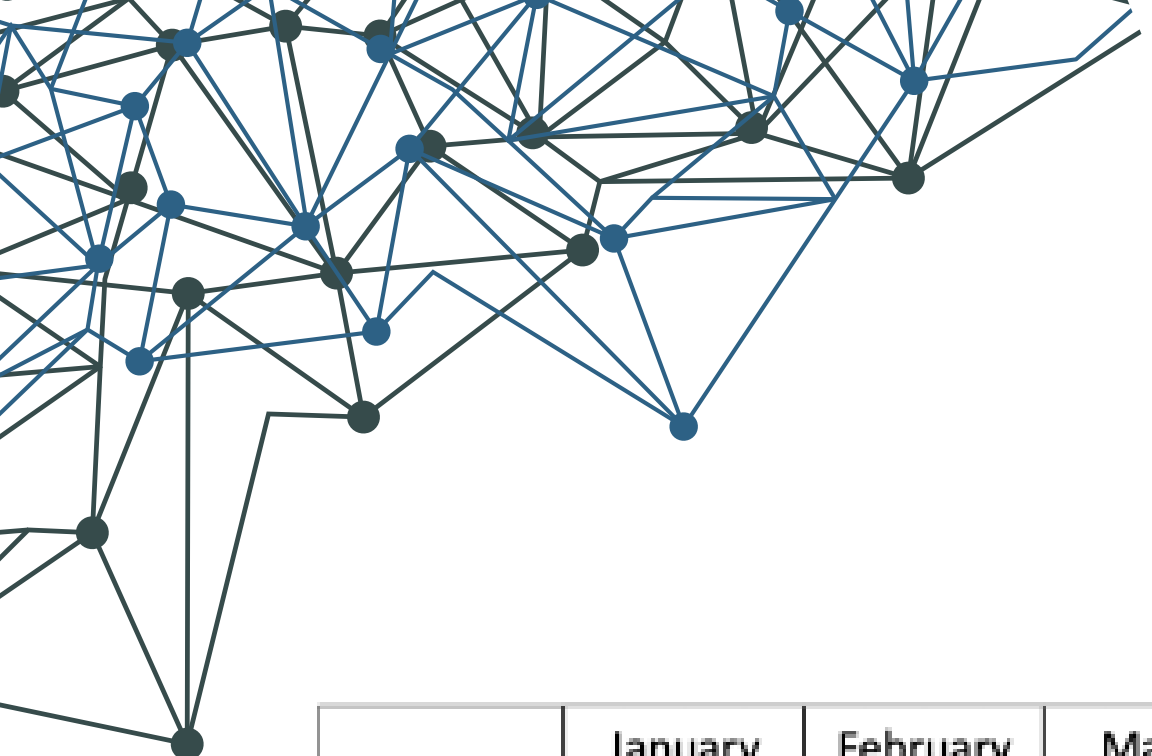
STRAWBERRY SUPPLY IN UK

	January				February				March				April				May				June				July				August				September				October				November				December			
Egypt																																																
Morocco																																																
Spain																																																
Greece																																																
Belgium																																																
UK																																																
Poland																																																
Peru																																																
Mexico																																																



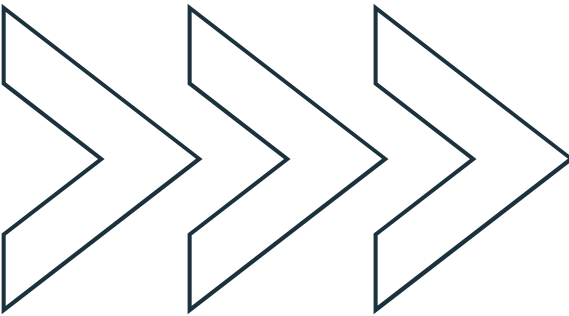
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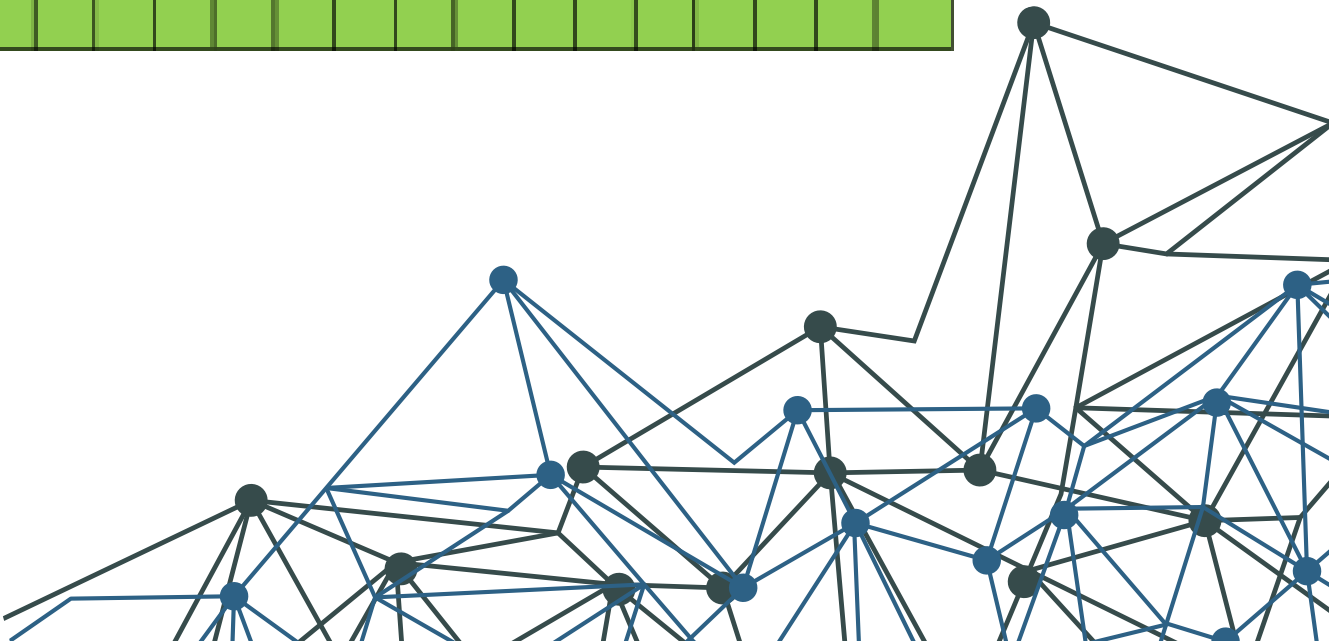


STRAWBERRY SUPPLY IN UK

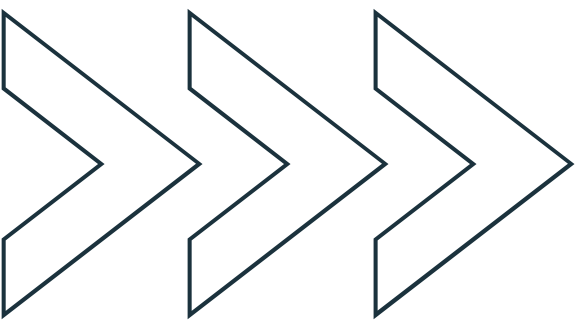
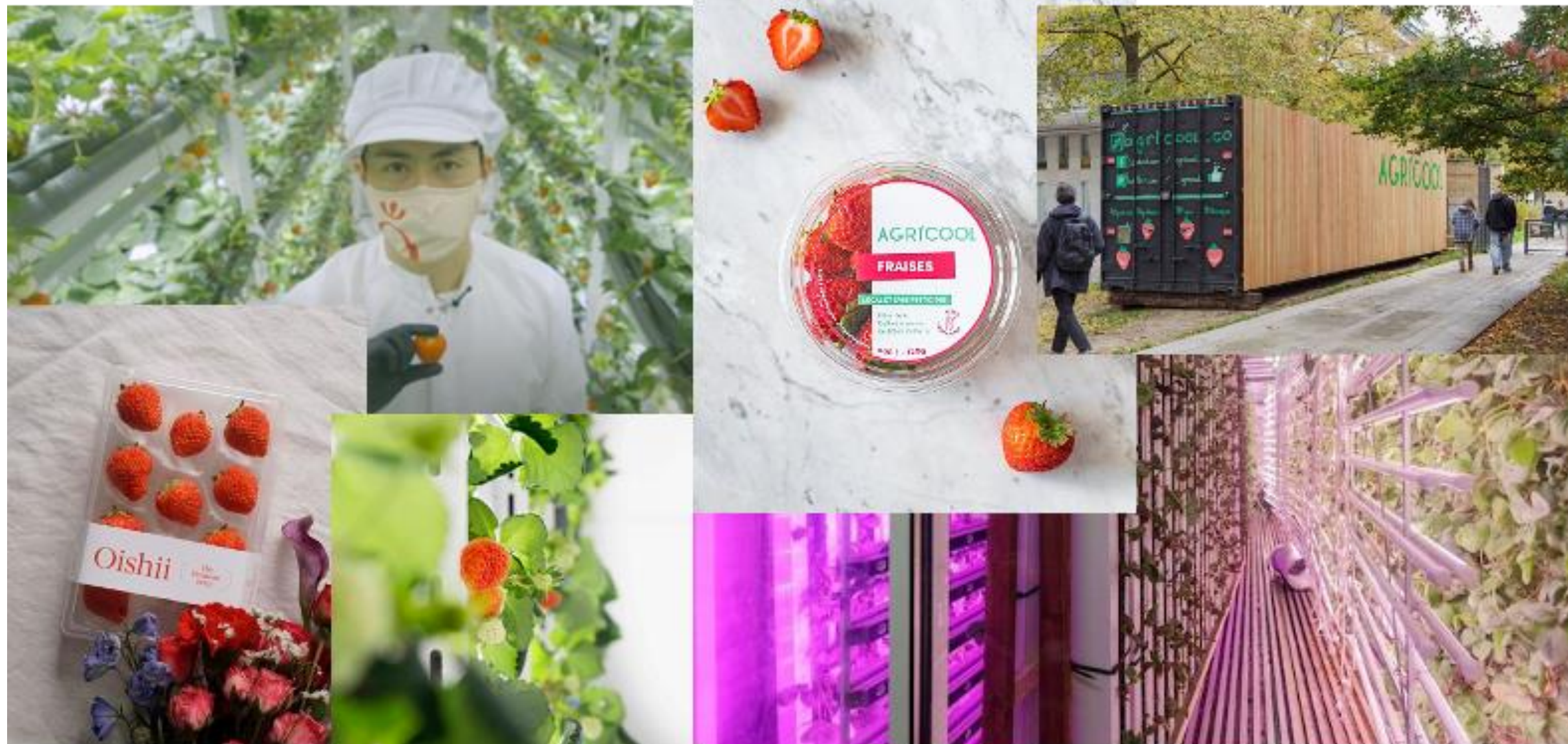
	January				February				March				April				May				June				July				August				September				October				November				December			
Egypt																																																
Morocco																																																
Spain																																																
Greece																																																
Belgium																																																
UK																																																
Poland																																																
Peru																																																
Mexico																																																
TCEA																																																



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STRAWBERRY TCEA PROJECTS



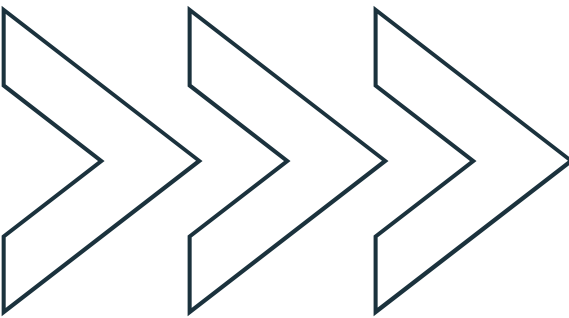
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STRAWBERRY TCEA PROJECTS



VERTIBERRY



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UK STRAWBERRY TCEA PROJECTS



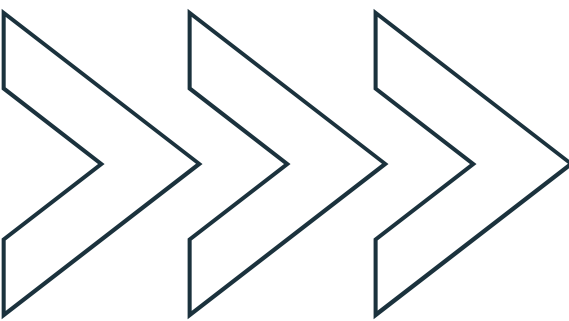
KROPTEK



FLEXFARMING



NIAB



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CHALLENGES FOR TCEA STRAWBERRY

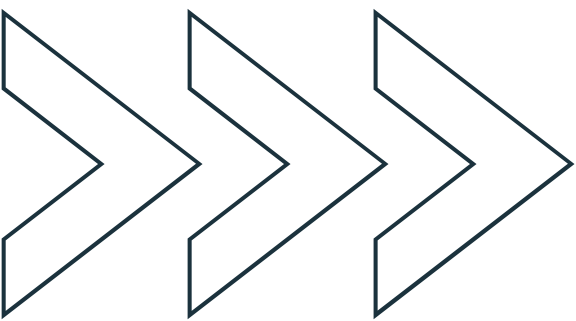


BUSINESS

- High capital expenditure (CapEx)
- High operational expenditure (OpEx)
- Energy costs
- Labour costs
- Need for specialised expertise
- Unclear or unproven business models
- Price pressure by competition
- Consumer acceptance and pricing sensitivity

PLANT SCIENCE

- Light quality
- Environmental control
- Varietal selection
- Plant material suitability
- Pest control limitations
- Pollination strategies
- Long cultivation periods



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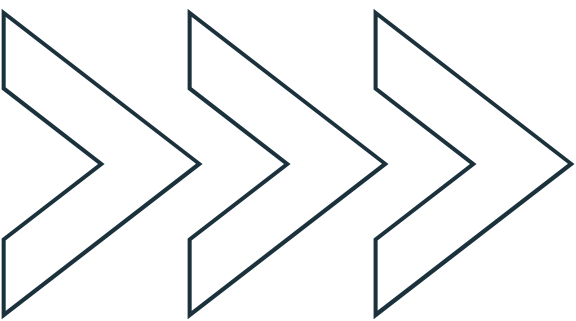
OPPORTUNITIES FOR TCEA STRAWBERRY



- Available produce to remote areas
- Hyper-local produce
- On demand availability
- High yields and fruit quality
- Reduction of resource use
- No pesticides
- Year-round availability
- Use of heritage varieties



FlexFarming, UK



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SCIENCE AS A SERVICE

MARKET ANALYSIS | EXPERIMENTAL DESIGN | Data Analysis
Grant Writing | Project Management | Training
Urban Food System Design

THANK YOU



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