

ALTURAS

Alturas vs Salinas-Watsonville Market Data • 20% of the ground • 28% of the trays

KEY NUMBERS — SALINAS-WATSONVILLE • MARCH THROUGH AUG 2026

TRAY ADVANTAGE OVER THE
CONVENTIONAL DISTRICT ACRE

1.56x

AVG COMMERCIAL
CONVENTIONAL TRAYS TO DATE

10,528

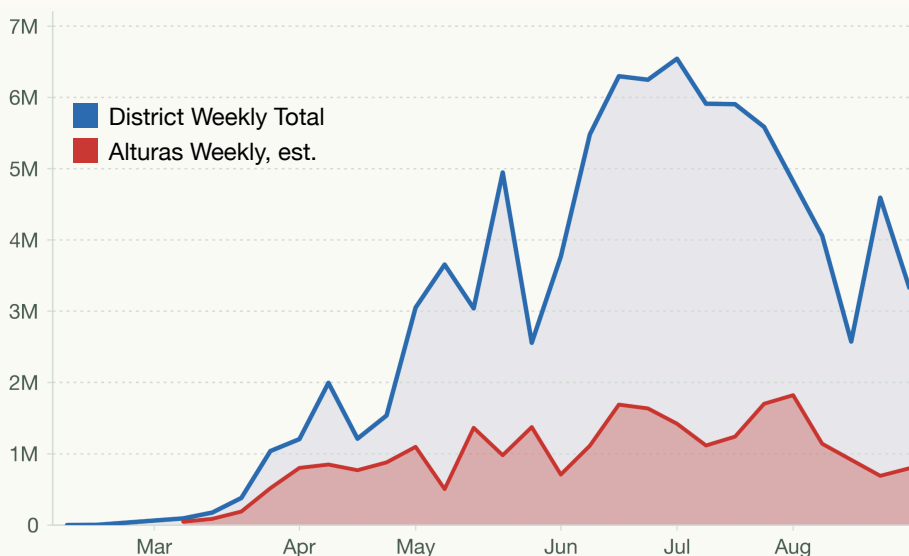
trays per acre, Alturas, shipper-reported, Mar–Aug

ALTURAS ADVANTAGE

20% of acres
28% of trays

For every tray the average conventional acre in the district shipped March through August, an acre of Alturas shipped 1.56.
One in five acres of the district. Over one in four of its trays.

Alturas' Share of Weekly District Yield, Watsonville-Salinas



**Check the denominator yourself,
USDA volume and FOB by district,
refreshed weekly, free:**

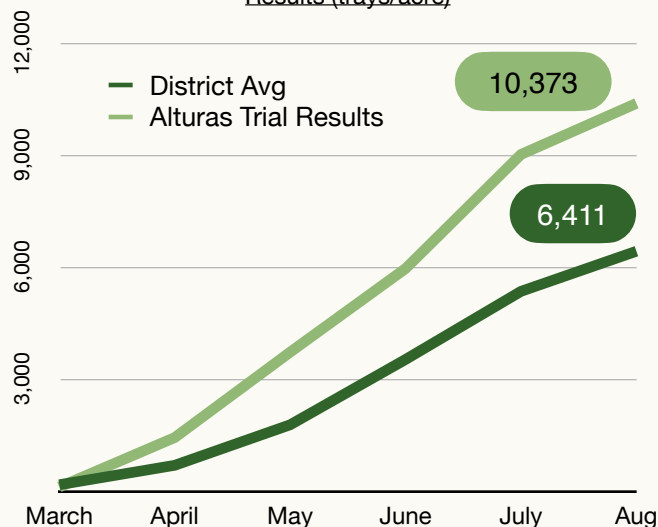
cbcberry.com/market

Sources: USDA AMS • CA Strawberry Commission
Acreage Surveys 2025–26 • CBC Watsonville trial •
Aggregated production reports filed with CBC

Licensed Access • High Yield

Available from licensed CA nurseries
Resistant to Fusarium

Northern District, All Varieties vs CBC Alturas Trial
Results (trays/acre)



District vs Commercial Alturas in Trays/Acre Mar - Aug 2026

