## THE INFLUENCE OF THE VARIETY AND THE PLANTING PERIOD ON THE DEVELOPMENT AND PRODUCTIVITY OF THE STRAWBERRY PLANTATION

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The present work was aimed at resolving these issues. Marmolada, Aprika and Sibilla strawberry varieties and three planting dates - the middle of June, July and August months - were taken as an object of research.

Early terms of strawberry planting promoted good tailoring and formation of 3.5 to 5.3 corms per bush on average for the studied varieties, while at planting on August 12 no more than two corms per bush were formed. Strawberry plants formed as well-developed leaf surface, 20 - 26 leaves per shrub, insignificantly different from the number of leaves formed in the second year of vegetation. Planting on August 12 resulted in a decrease in 2.3 - 2.8 times the number of leaves per shrub.

Early planting dates contributed to an increase in the number of pedicels per plant by 2.2 - 2.7 times, as well as to an increase in fruits per pedicel. This indicator reached the highest values in the variety "Marmolada". Among the studied varieties, the highest average berry weight is characterized by the variety "Aprika" regardless of planting dates. The most productive among the studied varieties is the variety "Marmolada", whose productivity in the first year of fruiting was the highest when planted on June 26 and amounted to 26.9 tons / ha. Late planting date of August 12 resulted in 2.2-2.7 times lower yield of plantations.

Among the studied varieties, the cultivars "Aprica" and "Sibilla" are characterized by the timeliest ripening of berries, in which the harvesting period lasts almost 20 days, and in the variety "Marmolada" it was more extended: the first two harvests were significantly lower than the third and fifth, the period stretched to 30 days.

The advantage of early planting dates of strawberries in the conditions of the Republic of Moldova, which contribute to the first harvest is more than twice as high compared to the recommended dates - the first half of August. Revenue from the sale of strawberries in the first year of fruiting at early planting dates varies from 500 to 640 thousand lei per hectare. The highest level of profitability among the studied varieties was in the variety "Sibilla" and amounted to 294.1%, which is due to both high yield and average selling price. Late planting dates led to a decrease in the level of profitability more than twice compared to planting on June 26.

Acknowledgments: This study was supported by the NARD of the Republic of Moldova, project 20.80009.5107.04 "Adaptation of sustainable and ecological technologies of fruit production under quantitative and qualitative aspect according to the integrity of the culture system and climate changes". Project director, Doctor Habil., university professor, Valerian BALAN.

Keywords: cultivars, frigo plants, productivity, strawberry, time of planting.

