

# Strawberry Picking & Handling

Strawberries, when picked & handled correctly, look better and keep longer.

## Pick Ripe Berries Select Firm, Fully Red, Ripe Berries.

Strawberries DO NOT continue to ripen after they are picked. Most varieties reach their peak flavor when they are completely red.



Look carefully for berries under the leaves and along both edges of your row.

## How to Pick Pinch & Twist, Leaving Caps On.

Grasp the stem just above the berry between the forefinger and the thumbnail and pull with a slight twisting motion. Leaving the caps on will help your berries stay fresher for longer. Remove caps only when ready to use the berries.

Please pick thoroughly, getting all the berries that are ripe.



## Handle with Care Place Gently In Containers.



Do not over pile your container or the berries on the bottom will bruise.

Walk in the aisles and be careful that your feet and knees do not damage plants.

## Care After Picking Keep Cool & Don't Wash.

Keep your fresh berries out of the heat and refrigerate as soon as possible without washing them. Berries should be washed just prior to eating them as washing makes them more prone to spoiling.



Enjoy! Wisconsin Berry Growers Association  
www.wiberries.org

