



Edward **Vinson** Plants Ltd  
Soft fruit Propagators and Breeders

## EVEREST EVERBEARER STRAWBERRY VARIETY

**Everest** was bred by Edward Vinson Limited and is now the foremost everbearer variety grown in the UK. Since its release in 1998 it has given consistent results and the demand for the variety is still increasing with an estimated 9.5 million plants in the UK during 2004.

When the variety was released we were confident that a kilo of fruit could be achieved from each plant. Since that time more growers have learned how to optimise Everest yields and are consistently producing 1.5 Kilos per plant or more.



The main advantages are:

- Large vibrant fruit of ideal shape
- High yielding
- Exceptionally high percentage Class I
- Berries very firm, juicy, excellent flavour
- Suited to a range of soil types and peat bags
- Easy to manage and pick which reduces costs
- Withstands rain without splitting
- Tolerance to Powdery Mildew
- Consistent cropping profile