

Subject: Strawberry Harvest

Summary: Strawberry festivals are held at this time all over the country but the top spot in the nation for strawberries is Watsonville, California where strawberries are grown for both domestic and export markets. This story is from the California Farm Bureau.

Suggested Lead: With summer's arrival, farmers are busy at work in the nation's strawberry capital—Watsonville, California—to supply consumers with their favorite and most colorful berry. Jim Morris reports.

TRT: 2:14

Suggested supers: Ed Ortega
Watsonville, Calif..
@ :22

Jim Morris
Reporting
@ 2:08

Anchor Tag: Eating just five strawberries will supply all of your daily requirements for Vitamin C.

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<p>Fly-over</p> <p>Strawberry fields and workers</p> <p>Ed Ortega in fields</p>	<p>VO/</p> <p>This is the time of year when coastal California fields are flushed with red, ripe strawberries. These are Americas most popular berry for good reason. Strawberries offer an unbeatable combination of taste, nutrition, and sex appeal. The largest strawberry area in the United States is in the Watsonville area where you will often find Fred Ortega enjoying his work.</p>
<p>Ed Ortega Watsonville, Calif.</p> <p>Sound bite</p> <p>Ortega inspecting berries</p>	<p>SOT/</p> <p>I've done everything there is to do in this ranch from irrigation to cleaning toilets to stacking on the trucks to truck driving to picking strawberries to spraying and keeping the pest under control. I've done it all. So trying to relate what I know and getting our employees to do what we need to do. It's a challenge, but it's fun.</p>
<p>More fly-over</p> <p>Pickers</p> <p>Port facility</p> <p>Harvesting</p>	<p>VO/</p> <p>California farms produce about 85% of the nations strawberries. That is more than 1 ½ billion pounds a year. Ed's farm spans 260 acres. About half of his fruit is exported to countries including Mexico, Canada, and Japan ensuring top quality in every container as a high priority. An ideal growing climate helps this cause, but there is an even more important factor at work.</p>
<p>Ortega sound bite</p> <p>Picking, strawberry trays being filled/ cartons</p>	<p>SOT/</p> <p>We can grow the berries, we have the berries sitting on the vine, but what happens afterwards is a very important thing and that is to get the product to the consumers that the consumer will enjoy</p>

