

New strawberry variety Stella debuts in Australia

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A high-yielding, disease-resistant and delicious new strawberry variety has been unveiled at the Ekka, on top of the famous Ekka strawberry sundae.

The new subtropical strawberry variety, Stella-ASBP, developed by the Department of Agriculture and Fisheries (DAF) and Hort Innovation's Australian Strawberry Breeding Program (ASBP) in partnership with Hort Innovation and the Australian berry industry has hit the shelves this winter.

Stella-ASBP's strengths include its resistance to red leaf disorder, ensuring healthier and more robust plants.

Its high yield promises an abundant supply of delicious strawberries and it has rated highly in consumer testing.

The Stella-ASBP strawberry is named in honour of the late Stella Young, a renowned journalist, disability activist and comedian, who passed away in 2014. The name celebrates her legacy and contributions to Australian society.

Anyone wanting to taste test the new Stella-ASBP variety can find it at farm gates.

Variety names are not commonly included on strawberry punnets for consumers to identify, however, this great-tasting variety will improve the overall consumer experience.

Mark Furner, Minister for Agricultural Industry Development and Fisheries, said, "DAF-bred strawberry varieties account for 85 per cent of strawberries grown in Queensland and more than 50 per cent nationally.

"The continuous development and improvement of our varieties ensures more robust plants with better yields and more supply, so everyone can continue to enjoy strawberries year-round, and on their Ekka sundaes.

"Naming this remarkable strawberry variety after the late Stella Young is a tribute to her legacy. We are proud to celebrate her memory with the Stella-ASBP strawberry.

• Queensland strawberry growers produce 42 per cent of Australia's strawberries, contributing \$180 million for the Queensland economy. •