

the **ORIGIN** of the **HULA BERRY**



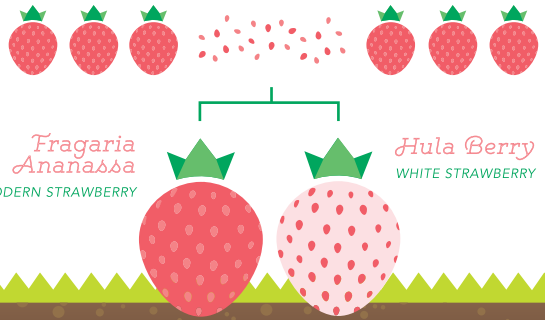
Once Upon A-TIME

North American strawberries, *fragaria virginiana*, and South American strawberries, *fragaria chiloensis*, were brought over to Europe in the 17th and 18th centuries, where they were then planted side by side.

RED, WHITE & NEW

They inter-pollinated and created offspring that we now know as the modern strawberry, or **FRAGARIA ANANASSA**.

Coincidental white/pink seedlings were produced, but it wasn't until centuries later when a Dutch breeder intentionally produced the Pineberry—**HULA BERRY**—by refining and planting white strawberry seedlings alongside pollinator red strawberries.



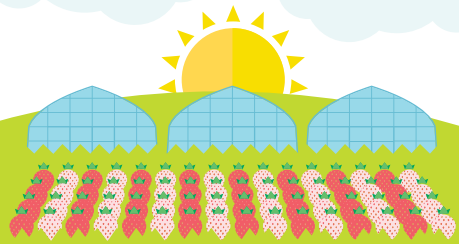
Note: Each Hula Berry kit comes with a red strawberry pollinator.

CULTURE COAST



Upon arrival at PP&L, the Hula Berry flourishes in our California *sunshine* and *ocean breeze*.

BRED to PERFECTION



The Hula Berry was then brought to North America where a disease-free "**ELITE MOTHERSTOCK**" was quarantined for PP&L's use.



It then cools off for 8 weeks at 28°F before shipping to growers.

Hula Berry kits contain three Hula Berry plants and one Sonata red strawberry pollinator. Kits are sold in increments of 50.

FROM HOLLAND to YOUR HAND

After only **55 DAYS** from vernalized liner to fruit, the Hula Berry is ready for retail.



The Hula Berry produces its *delicious berries* June through August.



a **JUNE-BEARING FRUIT**

MAY

SEPTEMBER

OCTOBER