



#### 第七届世界草莓大会会标释义:

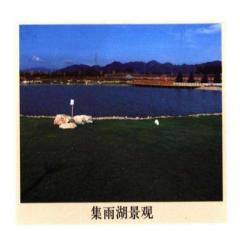
飘动着的绿色萼片代表着绿色和 鲜美;

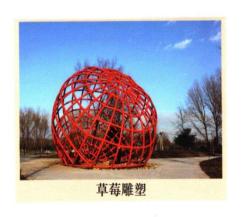
金色的长城代表第七届世界草莓 大会将于2012年2月18日~22日在中国 召开,长城也代表着不加温的日光温 室草莓生产,这是中国特有的草莓栽 培形式;

红草莓上的北斗七星代表着第七届世界草莓大会和第七届中国草莓文 化节将同时隆重召开,也寓意着这次 会议将给大家留下美好的记忆,与日 月同辉,永载史册。



第七届世界草莓大会场馆





责任编辑: 胡子清



I'm strawberry "Kang Kang"! 我是草莓 "康康"!

第七届世界草莓大会吉祥物

## 世界草莓大会——"草莓界的奥运会"

世界草莓大会由国际园艺学会主办,每四年举办一届,是全球草莓界最高级别盛会,是世界各国交流草莓生产技术、经营理念和发展经验最重要的学术性会议,也是举办国和举办城市推介打造本地草莓品牌、与外界开展互惠合作最具影响力的一个国际性平台,被称为"草莓界的奥运会"。世界草莓大会迄今已成功举办了6届,具有广泛的国际声誉和影响力,特别是对举办国草莓产业优化升级具有巨大的助推作用。2008年3月,中国北京成功地赢得了第七届世界草莓大会的举办权。



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"棚外飞雪棚内春,满眼浓绿缀红心。甜酸滋味各自品,春不在天而在人。"刚刚过去的春节长假,虽然是隆冬时节,大家却都感受着方方面面的温暖。特别是到美丽乡村采摘草莓的朋友,更是提前走进了春天,为幸福生活增加了更多的甜美。

在数九寒天能吃到鲜美的"水果皇后"——草莓,正是北京大力发展都市型现代农业的硕果之一。市委、市政府城乡一体化发展的科学思路和有力举措,引领着农业从传统走向了现代,生产、生态、生活方面的新功能得到了不断的挖掘和发挥,为全市人民提供着更好更多的新鲜果蔬、优美环境、休闲体验,新农村建设的新成果正在日益丰富和提升着广大市民的幸福指数。

草莓产业的迅速崛起就是一个典型的代表。短短几年时间就从不足1000亩发展到了10000多亩、章姬、红颜等优良品种也从陌生变成了妇孺皆知。更重要的是,她已经为北京农业打开了走向世界的又一个窗口——第七届世界草莓大会即将于2012年2月18日—22日在昌平区召开。

为了帮助读者更多地了解草莓,我们特意编印了这本通俗读物。在翻阅了草莓特征习性、发展历史、北京需求、草莓品种、采摘园区、趣闻轶事等等之后,相信您再吃草莓时,一定会有别样的香甜。

世界草莓大会是一个新的起点。有了全市上下的共同努力和继续创新,我们相信北京的草莓会越来越好,北京的都市型现代农业之路也会越走越宽广!

草莓,让生活更甜美! 农业,让生活更幸福!

> 编者 2012年2月

## Preface



"It is snowing outside, but spring in the greenhouses. All we can see is green and red hearts. Whether it is sweet or sour, we have to taste it by ourselves. Whether it is spring, it depends on people instead of weather." Although it is cold during the Spring Festival Holiday, our hearts were warmed. Especially for the people who picked strawberries in the countryside. They entered spring earlier than us and added sweetness to life.

Fresh fruit queen-strawberry is available in cold weather, which is one of the results of the development of urban modern agriculture. The integrated development of Municipality Commission, Municipal Government, rural and urban areas leads the traditional agriculture to modern agriculture. The new functions of production, ecology and life have been further explored to provide better and fresher fruit and vegetables, beautiful environment and relaxation. People's life have been improved and enriched by the new achievements of the construction of new countryside.

The rapid rise of strawberry industry is a typical representative. It has developed from less than 67ha to over 670ha in just a few years, Akihime, Benihoppe and other superior cultivars are also became well known by the citizens. More importantly, she has opened another window of the world for Beijing agriculture—the 7th International Strawberry Symposium is going to be held in Changping District on 18th to 22nd Feb in 2012.

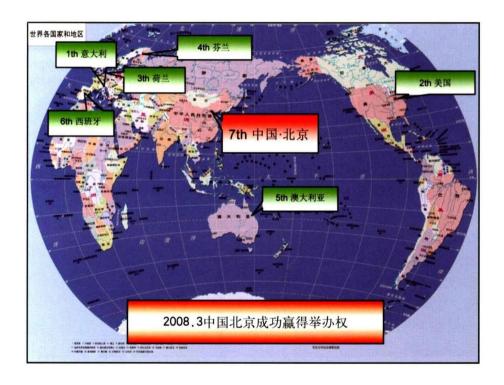
To help the readers to learn more about strawberries, we have published this book. After reading the characteristics, history, Beijing' demands, cultivars, fruit-picking garden and anecdotes of strawberry; I believe it will taste sweet in a different way when you eat the strawberries next time.

The International Strawberry Symposium is a new beginning. With the joint effort and continuous innovation of the whole city, we believe both the Beijing strawberries and Beijing's urban modern agriculture will be better and better!

Strawberry makes life sweeter! Agriculture makes life happier!

# 世界草莓大会——"草莓界的奥运会"

International Strawberry Symposium(ISS)—"the Strawberry Olympics"



世界草莓大会由国际园艺学会主办, 每四年举办一届,是全球草莓界最高级别盛会,是世界各国交流草莓生产技术、经营理 念和发展经验最重要的学术性会议,也是举 办国和举办城市推介打造本地草莓品牌、与 外界开展互惠合作最具影响力的一个国际性 平台,被称为"草莓界的奥运会"。

世界草莓大会迄今已成功举办了6届,具 有广泛的国际声誉和影响力,特别是对举办国 ISS is hosted by the International Society for Horticultural Science (ISHS). It is held every four years and known as the most prestigious event in the world strawberry industry. The ISS is an academic event showcasing the latest high-tech achievements, the advanced operation philosophy and the valuable experience in the development of strawberry industry. It is dedicated to open up the most influential international platform for the host country and host city to promote local strawberry brand and to improve the cooperation with others. Therefore, it is referred to as "the Strawberry

草莓产业优化升级具有巨大的助推作用。例 如:

1989年意大利(切塞纳省)举办了第一届世界草莓大会,其自主培育草莓品种占有率由不足30%提高至80%以上,使意大利成为欧洲第二大草莓生产强国;

1993年美国(马里兰州)举办第二届世 界草莓大会后,其草莓生产和科研水平至今处 于全球领先地位;

1997年荷兰(费尔德霍芬市)举办第三届世界草莓大会,其观赏草莓产业取得了快速发展;

2001年第四届世界草莓大会在芬兰(坦 佩雷市)举办,其有机草莓生产和观光采摘业 得到了快速发展;

2004年澳大利亚(昆士兰州)因为举办第五届世界草莓大会(中国派5名代表出席),由草莓进口大国发展成为出口大国;

2008年西班牙(韦尔瓦市)举办第六届世界草莓大会后(中国派53名代表出席),一跃成为全球第一大草莓鲜果出口国。

可以说世界草莓大会不仅能够促进全球 草莓科研学术交流,更能够有力推动会议举办 国草莓产业和草莓科技的快速发展。 Olympics".

Until now, six ISSs have been held successfully. The symposium has a broad international reputation and influence. Especially for the host country, ISS always plays an improving role for the optimization and upgrading of strawberry industry. For example:

In 1989, Italy (ForliCesena province) held the first ISS.

In 1993, US (Maryland State) held the second ISS.

In 1997, Holland held the third ISS.

In 2001, Finland held the fourth ISS.

In 2004, Australia held the fifth ISS (5 Chinese representatives). Australia changed into an exporter from an importer in strawberry production.

In 2008, Spain held the sixth ISS (53 Chinese representatives). Spain became the largest exporter of strawberry in the world.

Consequently, we can draw the conclusion that ISS can promote not only the international communication of strawberry research, but also the strawberry industry and technique of the host country.

## 北京喜获2012年第七届世界草莓大会的举办权 Beijing obtained the right to host the 7th International Strawberry Symposium



中国北京获得第七届世界草莓大会举办权 Beijing, China won the right to host the 7th International Strawberry Symposium

2008年3月,按照北京市政府要求,北京市农林科学院、中国园艺学会草莓分会和昌平区政府共同组团赴西班牙参加第六届世界草莓大会,并积极申办第七届世界草莓大会,通过多方面努力以129票的绝对优势胜出美国、日本,获得2012年第七届世界草莓大会的举办权。在申办过程中有许多感人的情

As required by Beijing City Government, the representatives of Beijing Academy of Agriculture and Forestry Sciences, Strawberry Section of Chinese Society for Horticultural Science and People's Government of Changping District traveled to Spain to attend the 6th ISS, and to bid for the 7th ISS. Thanks to the sincere efforts made by all the parties, Beijing easily defeated the U.S. and Japan, winning the right to host the 7th ISS by a comfortable margin. During

节。在代表团中有10多名从事草莓种植的农民,在投票前,他们在机场,在驻地,在会场,利用一切时间练习"China"拼写,投出自己光荣神圣的一票。

第七届世界草莓大会将于2012年在北京举办,是继2008年奥运会、2009年第七届中国花卉博览会之后,深化首都对外开放、展示首都现代化建设成就的又一亮丽窗口。世界草莓大会首次来到亚洲,来到中国,来到北京。这是历史性的突破,标志着中国草莓在世界的地位和影响,必将为北京草莓产业的发展带来难得的机遇和广阔的前景。

大会主题:绿色鲜美健康发展宣传口号:草莓,让生活更甜美

the whole bidding process, many touching stories were emerging and worth to be reported. There are over 10 farmers in the delegation. Before the voting commences, they took advantage of all possible opportunities to practice the spelling of the word "China", at the airport, at the residence place and the conference center, preparing to vote for their own country.

After the 2008 Olympic Games and the 7th China Flowers Expo in 2009, the fact that the 7th ISS will be held in Beijing provides the opportunity to open to the outside world and to showcase the achievements of modernization drive in the capital. It is the first time that ISS comes to Asia, comes to China and comes to Beijing. It is a historic breakthrough, which indicates the status and influence of Chinese strawberry and delivers rare opportunities for developing Beijing strawberry industry.

Symposium theme: Health, Development

and Sharing

Slogan: Strawberry makes life sweeter



中国大陆代表和台湾同胞在西班 牙共庆获得第七届世界草莓大会 举办权 Mainland China Representatives and Taiwan compatriots celebrated the victory of the bidding for the 7th ISS together





#### 第一篇 水果中的"皇后" 001

Chapter 1 Strawberry in Beijing

- 品貌俱佳的果品 002
  Fruit with high quality and good appearance
- 草莓简历 007 The Resume of Strawberry
- 草莓遍布全世界 011 Strawberries are all over the world
- 中国已经成为草莓大国 013
   China has become one of the major strawberry production countries







### 第二篇 北京人爱草莓 01

Chapter 2 Beijing Loves Strawberry

- 北京是国内最大的草莓消费市场 018
  Beijing is the largest strawberry consumer market in China.
- 地京草莓消费有特点 021 Characteristics Of Beijing Citizens Consuming Strawberry
- 人均消费还不算多 028
  Per-capita strawberry Consumption Still Stays at a Low Level



#### 第三篇 北京是草莓产业的沃土 029

Chapter 3 Beijing is the paradise for strawberry

- \*\* 北京草莓产业发展的政策优势 032
  The policy advantages support the development of strawberry industry in Beijing
- 北京草莓产业发展的科技优势 037
   The scientific and technological advantages of Beijing strawberry industry
- 北京草莓展翅欲飞 042
  Beijing strawberry is ready to fly



#### 第四篇 如诗如画赞草莓 057

Chapter 4 Praise Strawberry with Poetries and Stories

- 草莓味道 058 Multi-flavored Strawberry
- ※ 募 061 Strawberry Harvest
- │ 油画《草莓丛中的玛朵娜》 063
  Painting "Madonna among the Strawberries"
- 中吕 粉蝶儿 草莓 064 (Lyric) Fragaria
- 北京草莓落户西藏 065
   Beijing strawberries are planted in Tibet-pictures
- 麦庄草莓的故事 066
   Strawberry stories of Maizhuang Village





- 草莓姐妹花 066 Two strawberry sisters
- 小草莓成了"金豆子" 067 Small strawberries have become "golden beans"
- 草莓带出幸福路 068 Strawberry Paves the Way to Happiness
- 观光采摘 游客盈门 068 Strawberry sight-seeing and picking industry brings customers
- 昌平草莓——品牌背后的 故事 069 Changping Strawberry-the story behind the brand



第五篇 草莓饮点、保健食谱 071 Chapter 5 Strawberry Recipes and Food Therapy

- 草莓饮点 072 Strawberry Recipes
- 保健食谱 098 Food Therapy

#### 第六篇 京郊主要的草莓生产基地和草 ব系協同 100

Chapter6 Strawberry production bases and strawberry-picking gardens in Beijing suburbs

- 朝阳区 101 Chaoyang District 1
- 海淀区 102 Haidian District
- 丰台区 105 Fengtai District
- 通州区 106 Tongzhou District
- 顺义区 108 Shunyi District
- 大兴区 112 Daxing District
- 昌平区 114 Changping District
- 房山区 120 Fangshan District
- 平谷区 122 Pinggu District
- 怀柔区 123 Huairou District
- 密云县 124 Miyun District
- 延庆县 126 Yanging District



草莓之恋 Strawberry love



后记 Postscript

# 第一篇 水果中的"皇后"

