A new and distinct spring bearing variety of strawberry plant, characterized by its ability to produce an early large crown crop, even in central California, with large fruit size. It has the ability to produce from April to October with a minimum of runners if transplants are given the correct chilling, at both the nursery and cold storage, before being planted.

The variety is particularly distinguished by its good fruit appearance and flavor, and its dark small to medium sized plant. The fruit are produced close to the plant, but located so that they are easily available to pickers, making the variety desirable to the pickers.
seed at the apex of ripening fruit is rare as compared to 'Heidi,' U.S. Plant Pat. No. 3,123. 'Heidi' is prone to produce fruit with white tips as a result of unfertilized seed. The fruit is also larger than 'Heidi,' coming from pedicels that are thicker and stronger than those of 'Heidi.' This is especially true of the crown crop and crops after the main crop. The fruit is generally darker than 'Heidi' if picked at the same stage of maturity. The new variety produces fewer berries per inflorescence and fewer inflorescence per plant than 'Heidi,' but 'Swede' produces large berries with very few berries small enough to be discarded. Pedicels of 'Swede' are thicker and stronger than those of 'Heidi,' and the hair on pedicels is mostly perpendicular to the pedicel in contrast to 'Heidi' whose hair is mostly parallel to the pedicel.

The plant of 'Swede' is smaller, but more dense than 'Heidi,' its leaves are darker, its leaflets are thicker, and its serrations are less pointed than 'Heidi.' The petiolo of 'Swede' is greater in length than that of 'Heidi.' The inflorescence of 'Swede' is shorter than 'Heidi' with most of its fruit ripening close to the plant crown in contrast to 'Heidi' where berries often ripen on the shoulders of the beds or in the ditch. The pubescence on 'Swede's' foliage is more abundant than on the foliage of 'Heidi.' The crown crop of 'Swede' is earlier, larger, and with larger fruit size than that of 'Heidi.' The main crop is also earlier with primaries equal in size, but secondaries and tertaries are larger on 'Swede.' The fruit of 'Swede' is susceptible to rain damage and Botrytis, but not as susceptible as 'Heidi.' The berry shapes of 'Heidi' and 'Swede' are similar, but 'Swede' tends to be more globular during the main crop in July, and doesn't have the white tips that show in a percentage of the 'Heidi.' Both varieties show field susceptibility of Verticillium wilt, and vascular collapse due mainly to Phytophthora cactorum. As a seedling and selection, this variety withstood the natural invasion of certain virus components found in central California without losing its ability to produce.

The varietal characteristics described below in detail were observed during the first fruiting season after a November planting. The plants had been dug at a California high elevation nursery three to five weeks before the planting date. Observations were made in Watsonville and Santa Maria which are cool coastal areas near the Pacific Ocean. The color terminology is in accordance with the Munsell Color System.