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Strawberry (*Fragaria × ananassa* Duch), is popular as a fresh fruit in high demand for the taste, profitability, high yield, and good quality. In this issue investigators from Egypt present their research on the effect of salicylic acid (natural occurring plant hormone) on vegetative growth, flowering, yield and fruit quality of three strawberry cultivars during the 2013-2014 and 2014-2015 growing seasons.