East Bay Nursery

Jewel Blueberry

Vaccinium corymbosum 'Jewel'



Jewel Blueberry fruit
Photo courtesy of NetPS Plant Finder

Height: 7 feet

Spread: 6 feet

Sunlight: ○ ◐

Hardiness Zone: 8a

Group/Class: Southern Highbush Blueberry

Description:

A high quality shrub, featuring excellent crops of large, tangy blue fruit in mid summer; upright and bushy; low chill requirement, great for mild winter climates; blueberries need highly acidic soil, perfect drainage and mulch, plant with peat moss

Edible Qualities

Jewel Blueberry is a medium-sized shrub that is typically grown for its edible qualities. It produces large clusters of navy blue round berries with silvery blue overtones which are usually ready for picking in mid summer. The berries have a tangy taste and a juicy texture.

The berries are most often used in the following ways:

- Fresh Eating
- Cooking
- Baking
- Preserves
- Freezing

Features & Attributes

Jewel Blueberry features dainty clusters of white bell-shaped flowers with shell pink overtones hanging below the branches in mid spring. It has green deciduous foliage. The glossy oval leaves turn an outstanding scarlet in the fall. It features an abundance of magnificent navy blue berries with silvery blue overtones in mid summer. The smooth brick red bark adds an interesting dimension to the landscape.

This is a multi-stemmed deciduous shrub with an upright spreading habit of growth. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition. This is a relatively low maintenance plant, and usually looks its best without pruning, although it will tolerate pruning. It is a good choice for attracting birds to your yard. It has no significant negative characteristics.

Aside from its primary use as an edible, Jewel Blueberry is sutiable for the following landscape applications;

- Mass Planting
- Hedges/Screening
- Orchard/Edible Landscaping

Planting & Growing

Jewel Blueberry will grow to be about 7 feet tall at maturity, with a spread of 6 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground, and is suitable for planting under power lines. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 30 years. This variety requires a different selection of the same species growing nearby in order to set fruit.

This shrub is typically grown in a designated area of the yard because of its mature size and spread. It does best in full sun to partial shade. It does best in average to evenly moist conditions, but will not tolerate standing water. To help this plant achive its best flowering performance, periodically apply a flower-boosting fertilizer from early spring through into the active growing season. It is very fussy about its soil conditions and must have sandy, acidic soils to ensure success, and is subject to chlorosis (yellowing) of the foliage in alkaline soils. It is quite intolerant of urban pollution, therefore inner city or urban streetside plantings are best avoided, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species.