

Table 1 Suppl. PCR primers used for RT-PCR analysis.

Primer	Sequence (5' to 3')	Reference	GenBank No.
MYB1 forward	TTGCGTCGTTGTGGTAAGAG	Aharoni (2001)	AF401220
MYB1 reverse	TGTCCTTCCAGGCAGTCTTC		
MYB10 forward	TTTAATTGCCGGAAGATTGC	Miyawaki (2012)	EU155162
MYB10 reverse	GGTTCGTGGTCGAGGTCTTA		
CHS forward	GCTGTCAAGGCCATTAAGGA	Hoffman (2006)	AY997297
CHS reverse	GAGCAAACAACGAGAACACG		
CHI forward	TTTTCAATGGCTTTCGCTTCTG	Miyawaki (2012)	HM026182
CHI reverse	GTGACAATGATACTACCGCTGACG	Salvatierra (2010)	
F3H forward	GTGCGCCACCGTGACTACTC	Salvatierra (2010)	HM026183
F3H reverse	ATGCCCTTGTCAATGCCTCC		
DFR1 forward	GGGTGGTGTTTACATCTTCGG	Miyawaki (2012)	AY695812
DFR1 reverse	CTGCTTGCTCGGCTAGAGTTT	Salvatierra (2010)	
DFR2 forward	GTAGAGGTGATTGAGAGTCTCC	this study	GENE29482
DFR2 reverse	CTTCCACTAGCTGAAGGAAGTTC		
ANS forward	GACTTGTCATTGTCCTC	Almeidia (2007)	AY695817
ANS reverse	CCCCCTCAGTTCCTTAGCATACTC		
FGT forward	ATCGTGGCTTGACAAACAGAA	Salvatierra (2010)	HM026186
FGT reverse	TGACCACAAGAATGGAACCCTA		
LAR forward	GGTGATGGCACGGTTAAAGC	Salvatierra (2010)	DQ087253
LAR reverse	CTCCACAGTGAAGCAAGTCC		
ANR forward	CCTGAATACAAAGTCCCGACTGAG	Almeidia (2007)	DQ664192
ANR reverse	GTAATTGAAAGTGAACCCCTCCTTC		
GAPDH forward	TCCATCACTGCCACCCAGAAGACTG	Miyawaki (2012)	AB363963
GAPDH reverse	AGCAGGCAGAACCTTTCGACAG	Salvatierra (2010)	

Table 2 Suppl. Primers used for plasmid construction.

Name	Sequence (5' to 3')	Application
MYB1 ATG forward	ATGAGGAAGCCCTGCTGCG	cloning the entire coding sequence
MYB1 STOP reverse	TTAAGCAACTTGAGGATCAGCC	
MYB1 S forward	GGGGTACCAGGATCTCATCAGGC	amplification of the sense fragment
MYB1 S reverse	TTTTCTTTTTCGCGCCGCTGCTTAGAGTGAGGTCGAG	
MYB1 AS forward	CGGGATCCTGCTTAGAGTGAGGTCGAG	amplification of the anti-sense fragment
MYB1 AS reverse	CGGAATTCAGGATCTCATCAGGC	

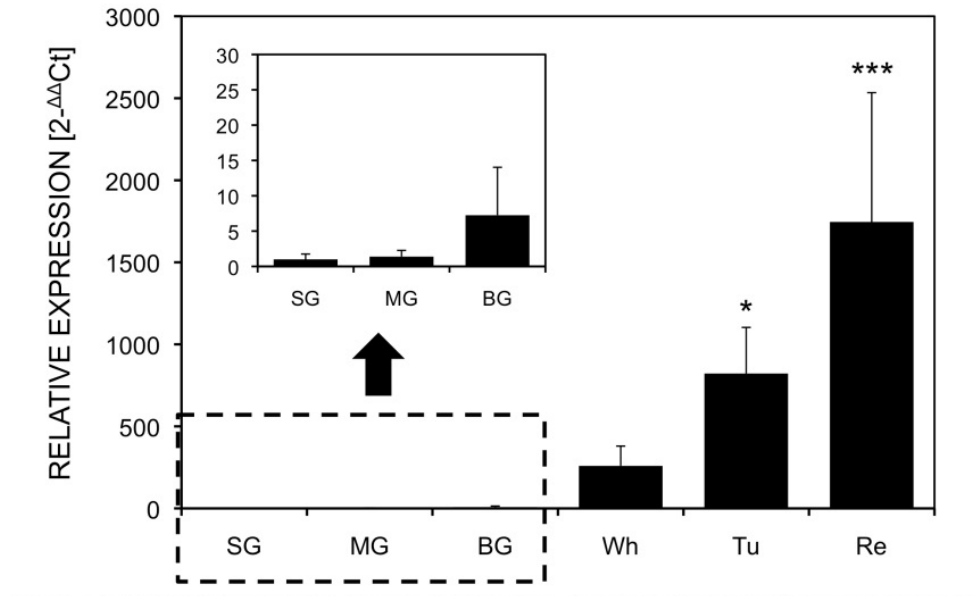


Fig. 1 Suppl. The *FaMYB10* gene transcription (normalized to the *FaGAPDH* gene) during six strawberry fruit developmental stages. These stages included: small green (SG), medium green (MG), big green (BP), white (Wh), turning (Tu), and red (Re). The normalized expression of the SG stage was set to 1. Means $\pm$ SD, $n = 4$. Asterisks indicate significant differences from the SG stage at * - $P \leq 0.05$ and *** - $P \leq 0.001$. The insert indicates the enlarged figure of transcription at the SG, MG, and BR stages.