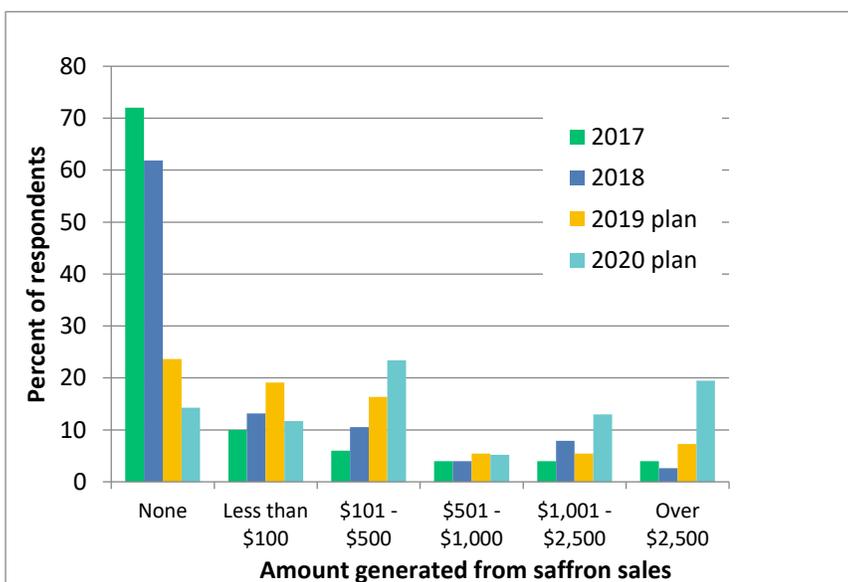




**Harvest and Sales.** Among those who harvested saffron in 2017 and 2018, 30-38% obtained up to 28 gr (1 oz), and an equal percentage expect this amount of harvest in 2019 and 2020 (Fig. 2). Around 5% of the respondents harvested between 29-100 gr (1-3.6 oz) in the past two years and over 21% expect this amount in the future. Approximately 18% anticipate harvesting between 101 to over 500 gr by 2020. It should be noted that a significant percentage of respondents are not currently growing saffron or don't intend to start growing it for a few years. Based on conversations with some aspiring growers, we have learned that some are waiting until they buy land or retire before starting to grow saffron.

Selling Location	Percentage (%)
Did not sell saffron	77
From home/on-site farm stand	14
Restaurants	12
Local farmers market	9
Online website	4
Health/Natural food store	2
Wholesale/Reseller	2

Of those who grew saffron in 2018, most did not sell it, choosing to keep it for personal use, save it to sell in the future or share it with friends (Table 1). Around 18% sold from their home or website; 12 to restaurants and 11% at local farmers markets or health food stores or to local restaurants (Table 1). Only 2% sold to wholesalers. Around 39% of respondents who grew saffron in 2018 received revenue from saffron: ~11% made over \$1,000; while ~24% generated less than USD \$500 (Fig. 3). Around 33% of the respondents anticipate making over \$1,000 on saffron, almost 20% hope to be making over \$2,500.



**Fig. 3.** Saffron harvested in 2017 and 2018 and 2019 and 2020 projections.

**Information Sources and Needs.** The survey population were subscribers to *Saffronnet*, a free email listserv linking those interested in the saffron industry in North America and beyond. Respondents indicated that their primary sources of information on saffron were *Saffronnet*, the UVM saffron website and grower workshops organized by the Univ. of Vermont (Table 2).

The preferred methods for receiving information or services relating to saffron were *Saffronnet*, fact sheets, and workshops (Table 3). Several respondents cited the difficulty of taking time from their work and the distance to get to the events. The on-line option used last year at the UVM workshop helped to address these issues.

<i>Saffronnet</i>	33
UVM Saffron Center Website	30
VT Saffron Grower Workshops	12
Web search	10
Research articles	6
Government resources	3
Other farmers	2
Saffron distributor websites	2

Method	Not Needed (%)	Somewhat helpful (%)	Very helpful (%)
<i>Saffronnet</i>	0	11	21
Factsheets	0	16	18
Workshops	15	16	17
Videos	15	19	16
Webinar	33	19	16
On farm demos	37	20	13

When respondents were asked what would help with saffron production or supporting this emerging industry, the five topics identified as the most helpful were 1) general production practices including field preparation, soil fertility, watering and weeding; 2) specific aspects of field production of saffron; 3) marketing; 4) harvesting, processing and drying and 5) pest and disease management (Table 4). Many of the topics identified as high priorities last year remain important to respondents this year. In particular, guidelines on soil fertility and pre-planting field preparation; pest, disease and rodent management; and saffron harvesting and processing remain the topics of greatest importance to current and future growers.

Subjects or Services	Not needed	Somewhat helpful	Very helpful
Soil/field preparation, watering, weeding	6	17	75
Production in field	7	17	70
Marketing options	7	29	12
Harvesting, processing and drying	1	2	11
Pest and/or disease management	6	9	10
Saffron quality testing	12	11	9
Corm production and processing	11	11	8
Production in protected site (greenhouse/high or low tunnel)	24	8	7
Sources of corms	17	11	7
Health/medicinal benefits	17	12	7
Saffron uses (for example, recipes)	22	12	5

**Conclusions.** Interest in saffron cultivation in North America continues to expand slowly. Twice as many people responded to the survey in 2019 compared to 2018. In addition, in 2018 there were 346 subscribers on *Saffronnet*, compared with over 550 now. Every week we receive several enquiries about saffron and how to begin. More outreach is needed to introduce the opportunities for saffron to more growers. We have encouraged growers to proceed cautiously with saffron production to ensure they achieve success. It is clear that saffron is not for every grower. A few growers have found it fits well into their production system, and are now growing 50,000-200,000 corms. However, most growers are hesitant to try saffron until markets have been established and production and processing practices are clearly defined for the diverse agricultural regions of North America. For this, federal funding to conduct the research and outreach needed.



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