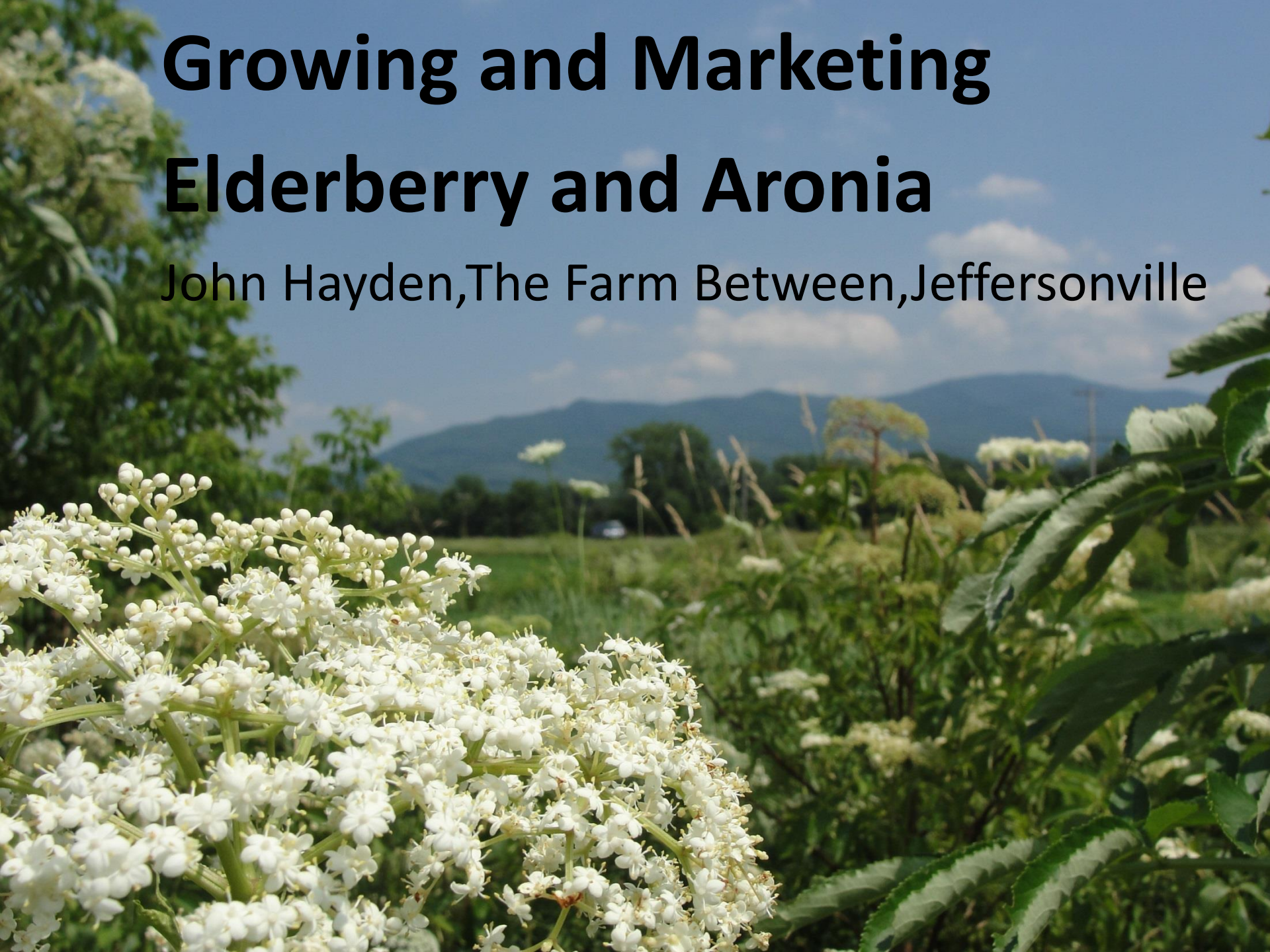


Growing and Marketing Elderberry and Aronia

John Hayden, The Farm Between, Jeffersonville





BETWEEN

ORGANIC FRUIT & FINE FRUIT PRODUCTS

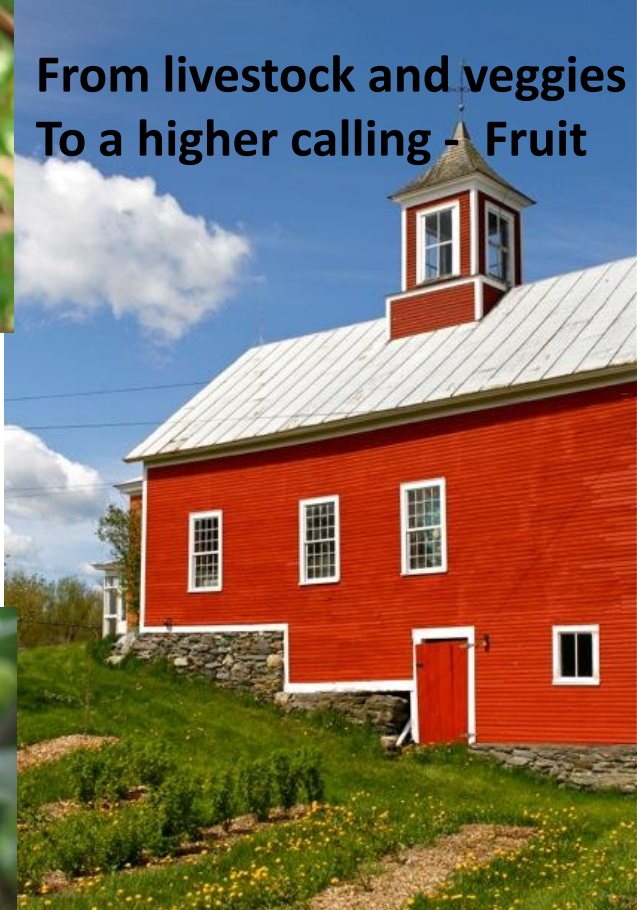
Jeffersonville • Vermont



OUR EVOLUTION over 22 years



From livestock and veggies
To a higher calling - Fruit





Markets: Direct Retail,
Wholesale (Intervale Food Hub
and Local Stores)

And a Fruit Nursery!

BLUEBERRIES
\$ 15 small
\$ 20 large



Providing habitat and floral resources for beneficials



***Bombus ternarius* on *Phacelia* from our NESARE
Cover Crop Research**

3D Habitat



What these perennial fruit crops have in common



- Not well known by the general public
- Limited direct retail for fresh fruit
- In demand by Specialty Beverage Industry and other food entrepreneurs
- 'Superberries' with nutraceutical properties
- Cold hardy, easy to grow, can thrive in marginal sites
- Few serious pests, excellent pollinator plants

Comparison of Antioxidant Capacity of Berries (ORAC)

(ORAC values from USDA Published Data & Nutrient Database. Values based upon 100g of raw berries)

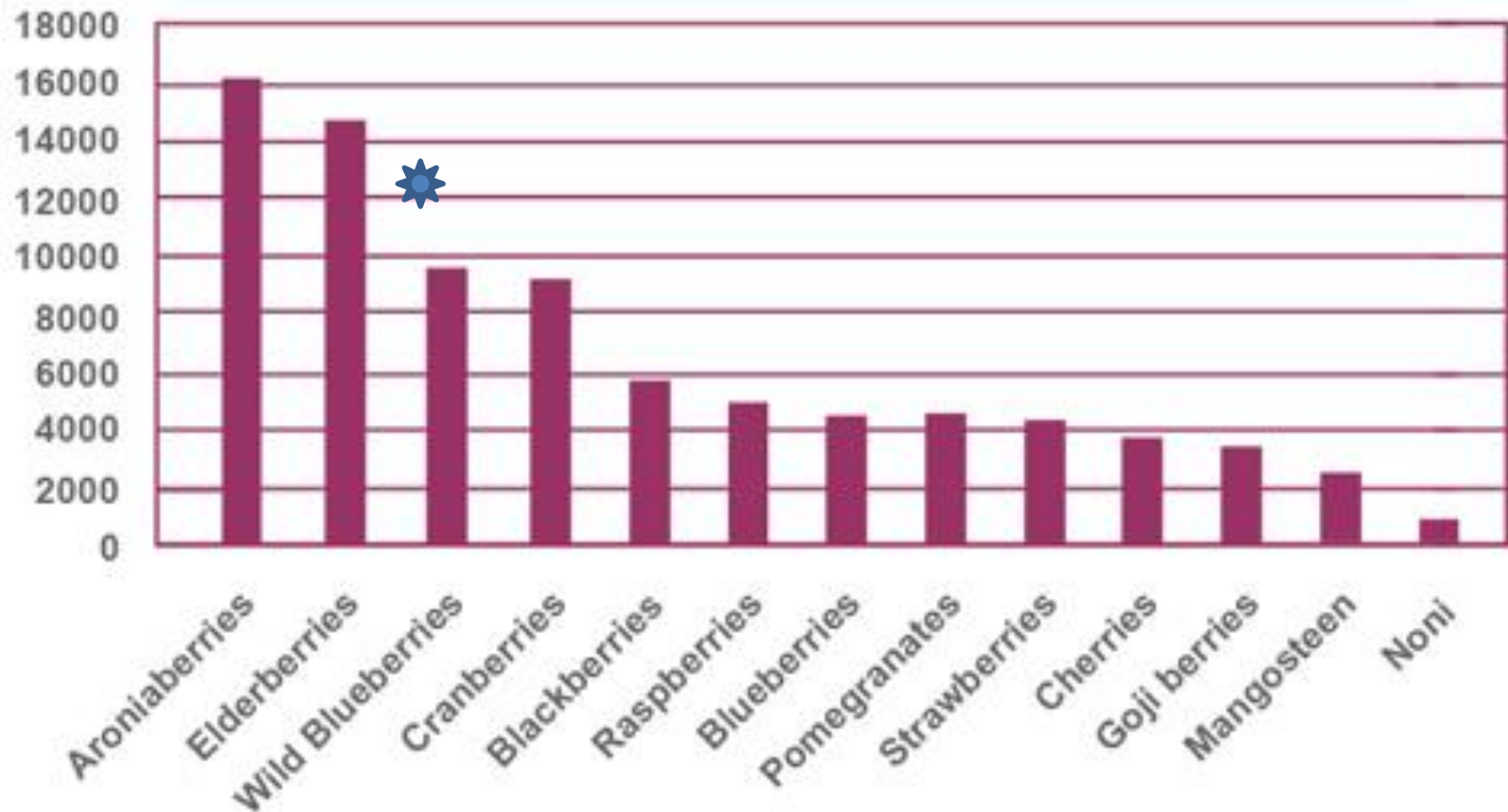


Chart does not include the Acai berry because a powder vs raw berry was used in the study.



Black currants fit between Elderberries and Wild Blueberries



Currently in demand for specialty products



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Elderberries



- Cultivated varieties of *Sambucus canadensis* are 'Nova', 'York', 'Adams', 'Johns'
- We are trialing European *Sambucus nigra* 'Samyl' and 'Samdal'
- Can yield 10 lbs/plant and fast to pick
- Need to be de-stemmed

Aronia

(Black Chokeberry)



- Aronia is cold hardy (to about -40°F) and the late blooming period avoids damage by spring frosts.
- Plants can tolerate wet soil and temporary flooding, but not drought.
- Plants are vigorous, growing to 8' tall, and mature plants may have up to 40 canes/bush.
- Pruning - Thinning of the older canes is recommended every few years.
- Yields of **22 lbs(10 kg) per bush average** from mature plantings are reported in Eastern Europe.
- Cultivated varieties 'Nero' and 'Viking'

3 year old elderberry bush
Flowers are marketable too



Traditional Establishment Method

Till a strip into a cover crop



**No-till with
woven
landscape
fabric for
weed control**

**And moisture
retention**



Bird Protection



Fruit Syrups as Value-added Product

Frozen fruit helps cash flow in winter

\$12/12oz, with 5# fruit making about 100 oz



Syrup Production with Mehu Liisa Steam Juicer



Snow Cones and Sodas add value to Syrups

1.5 oz/serving

