



PAWPAW

PICKIN'S

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Spring 2009

Marketing Pawpaws

The overly zealous among us who have a lot of pawpaw trees eventually wonder what we are going to do with all the fruit this fall. You can only eat, freeze, and give away so much of the wonderful fruit with the short shelf life. Selling fruit and fruit products is the most obvious way of marketing the fruit, and in current economic times, could be an important source of income.

On January 8th I attended the annual meeting of the OSU Extension, Butler County, and Butler County Lamb & Wool Association. The theme of the meeting was direct marketing of agricultural products. One hundred seventy people were there to find the best way to market their lambs, cattle, and produce. Attendees came from as far away as Adams and Holmes counties so this was clearly a topic of great interest. Eric Barrett, Washington County Extension Agent, laid out a great strategy for developing a profitable direct marketing plan. To begin with you must be aware of trends. You probably know that "locally grown" is the current buzzword, To the health concerned public this concept has replaced "low trans fat" and even "corn syrup free". Incredibly, "locally grown" has even eclipsed the importance of "organic", and "certified organic" because of the difficulty and expense associated with obtaining certification. I will add here that pawpaws can be truthfully marketed as "herbicide and pesticide free". Most of us use commercial fertilizer so we can't honestly call the fruit "organically grown".

You must also be aware of what people groups are going to be interested in using your product, and cater to those groups. You need to know the consumer, their habits and what they want.

I will add, in the case of pawpaws, there is often not enough name recognition and you will need to do some educating along with your marketing. This is where OPGA can help with informational brochures. In short, you need to have a marketing mindset.

(Continued on page 2)

President's Patch

Terry and I have been quite busy this spring participating in six activities/events for the OPGA. We are receiving new memberships every week and our membership continues to grow, not only from Ohio but out of state as well.

Dick Glaser and I are coordinating a pawpaw planting at Gwynne Conservation Center, London, OH. With the help of Don Cullman and Dave Simpson we planted a half acre of pawpaws on April 20th.

We hope that you would consider "reaching" out in your community to set up a pawpaw display/exhibit or pass out pawpaw information or other activities that will promote the pawpaw. Terry and I would be happy to help you with such an endeavor.

We have had so many requests for programs and other events this year that we had to turn many down.



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Check your mailing label to see when your dues are due.

Mission Statement

OPGA is an organization of pawpaw enthusiasts and pawpaw growers, small and large, dedicated to promoting the superior traits of the pawpaw plant and fruit, developing a pawpaw industry and marketing plan, preserving and studying the wild pawpaw genetics in Ohio.

Marketing is not just selling, but creating value for customers. He also detailed the 5 stages of a concept called "retail agriculture":

Stage 1 -- Production—adding value to soil, livestock, family skills, labor, finances & other capital, usual commodity based system, and selling wholesale.

Stage 2 -- Basic Direct Sales—farmer's markets, rules and regulations and health department certification regarding meats, developing marketing materials. This was not considered best place to sell high-end, high priced items.

Stage 3 -- On Farm Experiences—pick your own, viewing demonstrations, hands-on activities, farm stays, farm bed & breakfasts. This would be a fun idea if you have a large family to help you.

Stage 4 – On Farm Processing. Consumers are looking for something new and they aren't afraid to pay for it, extend your shelf life and widen your market, utilize imperfect product, sell to other markets, packaging is critical. Name recognition is extremely important so you need to have an image/logo. There are many considerations to take into account when designing a logo or farm name so get advice on this. You want to avoid wasting valuable name recognition time by redesigning a new logo every few years.

Stage 5 -- Food Service on the Farm. This is a logical step to increase business, capture more of tourism dollar they wouldn't otherwise spend. Again, you will need family or employees to carry this off. There are three levels of food service: Basic—selling prepackaged items that will yield high profit with low overhead and no license; Middle of the Road--selling simple things like hot drinks, ice cream, bakery items, serving meals; Advanced—this is catering and requires employees and dedication.

There are seven direct marketing resources to get you thinking.

1. e-answers.edec.edu & ohionline.osu.edu
2. directmarketing.osu.edu

3. nafdma.com
4. eckertagrmarketing.com
5. ams.usda.gov/farmersmarkets
6. ams.usda.gov/directmarketing
7. farmtomarkets.com

In conclusion, I believe pawpaws sell themselves once people are educated. It will up to you to make a marketing plan that works best for you.

By Terry Powell

2009 Annual Meeting & Workshop

The OPGA Annual Meeting and Workshop will be held at Don Cullman's farm in Marysville, OH on May 16, 2009 from 10 am to 3 pm. Don lives on Delaware County Line Rd. (Union & Delaware Counties). Don is extremely knowledgeable about pawpaws, persimmons, nut trees, and other fruit trees. We plan to demonstrate grafting techniques with many different varieties of fruit and nut trees. He will take the participants on a tour of his farm to see his pawpaws, persimmons and various nut and fruit trees.

Registered participants will receive a potted pawpaw plant and scion wood to graft their pawpaw plant to take home with them. Pawpaw scion wood and pawpaw stratified seeds will be available to OPGA members. I hope to have a small quantity of several sizes of potted pawpaws for sale. So be sure to bring your grafting knife and all of your grafting questions.

Pawpaw puree will be integrated into the lunch menu.

Thoughts on Pawpaw Recipes

I have been requested by a number of people to include pawpaw recipes in the newsletter (page 4). I am still collecting recipes that can be "converted" (especially banana and pumpkin) to pawpaw recipes, so remember to send me your favorite recipes for our next pawpaw cookbook. Pawpaws are such a versatile fruit for cooking and I am always looking for new ways to use pawpaws.

Check Ohiopawpaw.com for calendar
&
new announcement updates

Processing Pawpaws

The processing of pawpaw fruit to remove the skin and the seeds and to process the pulp are some of the biggest challenges that pawpaw growers face. These challenges are extremely time consuming and labor intensive. Chris Chmiel, Integration Acres, processes several thousand pounds of pawpaw pulp each year at Ace Net, a commercial kitchen that can be rented. A commercial kitchen in Ohio is certified by the local health department, necessary in Ohio to process fresh fruit.

Terry and I are able to process several pounds (10) of pawpaw fruit at a time at home but it is a very tedious process. We have been searching for a "better" way to process the fruit. With the advice and assistance of Gary Gottenbusch, Certified Master Baker and owner of Servatii's Pasty and Deli Shop, we put a plan into action. I just can't thank Gary enough for his invaluable support of OPGA. After attending the Pawpaw Workshop at Kentucky State University, Gary wanted to put into practice and apply all the things that he learned about processing pawpaw fruit. This method does require commercial equipment. We placed the fruit on steel trays in a bread rack. We placed the rack in a 400° steam oven for two minutes. Upon removal from the oven, we placed the rack in a freezer for 5 minutes to release the skin from the pulp. There was some pulp discoloration just under the peel but not an amount for concern.

Let us hear of your methods of processing pawpaw fruit. We have provided some pictures of the equipment used with our method.

By Gary Gottenbusch & Ron Powell



Gary holding the large bowl and beater by the large mixer that we used to process the pawpaws. The bowl holds 80 liters.

On page 4 are pictures of the rack and trays we used and a picture of the steam ovens.

Cont. on page 4

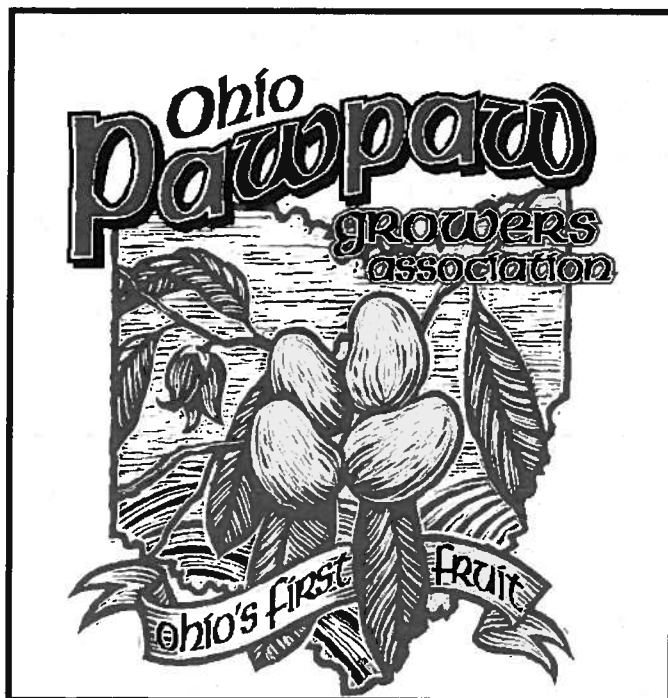
Please check your mailing label
for current membership status.

Fox Paw Ridge Farm Fruit Production Results

We endured the second dry year in a row last year in addition to dealing with the periodical cicada and Hurricane Ike, with winds of 84 mph on September 14. We started with a good fruit set. We lost over 140 lbs of un-ripened fruit due to Ike. Many of the trees were left leafless with fruit only hanging on the trees. In 2007, we harvested only 19 lbs of pawpaw fruit.

2008 Pawpaw fruit production

Variety	# of fruit	Begin harvest	End harvest	Total wgt (oz)	Ave. wgt (oz)	Largest fruit (oz)
Davis	1	5-Sep	5-Sep	7.1	7.1	7.1
Green River Belle	182	30-Aug	30-Sep	460.7	2.5	7.0
IXL	7	14-Sep	26-Sep	26.7	3.8	6.6
KYSU 2-07	80	2-Sep	3-Oct	138.7	1.7	4.7
KYSU 2-07	110	3-Sep	14-Sep	274.2	2.5	4.9
KYSU 2-11	133	30-Aug	15-Oct	244.1	2.2	5.9
KYSU 2-11	83	2-Sep	29-Oct	149.0	1.8	4.2
KYSU 2-11	28	2-Sep	14-Sep	40.6	1.4	2.6
KYSU 8-02	151	2-Sep	10-Oct	365.9	2.4	6.4
KYSU 8-02	67	2-Sep	22-Sep	301.9	4.5	12.8
Lynn's Favorite	26	2-Sep	14-Sep	102.8	4.0	8.5
Mary Foos Johns	17	14-Sep	27-Sep	26.8	1.6	4.4
Mitchell	31	14-Sep	10-Oct	150.3	4.8	5.2
NC-1	107	5-Sep	28-Sep	492.5	4.6	10.5
NC-1	19	5-Sep	20-Sep	111.1	5.8	9.2
Overleese	83	30-Aug	14-Sep	268.2	3.2	9.1
Overleese	47	5-Sep	20-Sep	247.8	5.3	9.5
Overleese	22	5-Sep	25-Sep	130.7	5.9	15.6
PA Gold 1	317	30-Aug	10-Oct	693.9	2.2	7.6
Prolofic	4	14-Sep	14-Sep	23	5.8	9.1
Rappahannock	4	14-Sep	25-Sep	13.4	3.4	3.7
Rappahannock	3	14-Sep	14-Sep	4.2	1.4	2
Rebecca's Gold	90	4-Sep	26-Sep	291.7	3.2	8.4
SAA Zimmerman	8	10-Sep	25-Sep	52.6	6.8	8.3
Shenandoah	15	2-Sep	14-Sep	47.8	3.2	5.9
Shenandoah	18	7-Sep	14-Sep	120.8	6.7	14.9
Sue	218	30-Aug	3-Oct	466.7	2.1	8.9
Sue	140	5-Sep	14-Sep	225.5	1.6	3.9
Sun Flower	154	30-Aug	29-Oct	561.0	3.6	9.0
Sun Flower	38	30-Aug	1-Oct	124.3	3.2	7.6
SunGlow	4	9-Sep	20-Sep	8.6	2.2	2.8
Sweet Virginia	7	14-Sep	14-Sep	28.9	4.1	7.6
Taylor	24	30-Aug	14-Sep	62.2	2.6	5.8
Taytwo	17	5-Sep	14-Sep	78.3	4.6	7.1
Tollgate	38	5-Sep	14-Sep	136.3	3.6	6.8
Wells	66	2-Sep	1-Oct	259.3	3.9	9.6
Wilson	157	30-Aug	14-Sep	161.5	1.0	3.0
Wilson	57	2-Sep	1-Oct	190.6	3.3	3.6
				7090		
				443.1 lbs		



Pawpaw Fudge

- 2 cups white sugar
 - 1 cup packed light brown sugar
 - 3/4 cup (1 1/2 sticks) butter or margarine
 - 2/3 cup (5 oz can) evaporated milk
 - 1/2 cup pawpaw puree
 - 2 cups (12 oz package) white chocolate morsels
 - 1 jar marshmallow crème
 - 1 cup chopped pecans
 - 1 1/2 tsps vanilla
- Line 13 x 9 inch pan with foil
 - Combine sugars, butter, evaporated milk, pawpaw puree in a medium heavy-duty saucepan
 - Bring to a full, rolling boil over medium heat, stirring constantly for 10 - 12 minutes, or until candy thermometer reaches, soft ball stage (234 - 240 degrees)
 - Quickly stir in chocolate morsels, marshmallow crème, nuts and vanilla
 - Stir vigorously for 1 minute or until chocolate morsels are melted
 - Pour into prepared pan
 - Cool
 - Makes about 3 pounds

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www.Ohiopawpaw.com

Pawpaw Pickins is published biannually by the OPGA, an organization dedicated to advancing education and knowledge of pawpaw culture, encouraging the planting of pawpaws, the management of native pawpaws, and perpetuating the utilization of all pawpaw products.

OPGA Dues

We are now able to print mailing labels with each member's anniversary date when dues are due. Dues will now be collected on your anniversary date. We hope that the change will be helpful.

Please renew your membership in OPGA and show your support. Your continued support is needed for the education and promotion of pawpaws.

Go to the OPGA web site —
Ohiopawpaw.com for a membership form.

