



# The Chestnut Grower

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Summer 2010

## CGA Visits Oregon, Washington

*Ina Cernusca, University of Missouri Center for Agroforestry*

CGA's annual meeting was held June 18-20, 2010, in Oregon and Washington. Ben and Sandy Bole were the gracious hosts. Participants heard from presenters on topics as diverse as chestnut disease and social marketing for your business, and visited four local orchards.

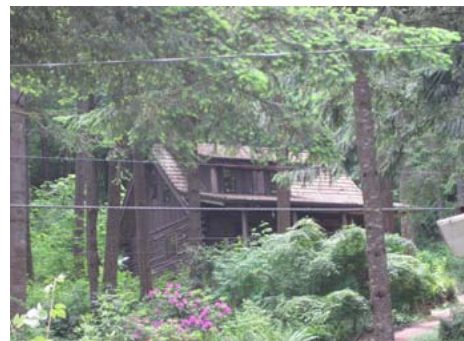
### Friday, June 19 - Allen Creek Farm

Carolyn and Ray Young welcomed us at the Allen Creek Farm Friday night. We were happy to see friendly faces we knew before and meet new people. We visited the beautiful orchard. Ina said she was impressed with how nice the trees looked. Chris Foster found some damage on the trees but to her they all looked nice and happy. Ray showed us his new equipment for deburring and sorting chestnuts as well as the new line for value-added products. Ray has set up a new peeling line based on a hazelnut process; the peeled nuts enter the commercial kitchen where an inspection table allows for a final inspection. We enjoyed the cool air, beautiful view and company.

### Saturday, June 20 - Magness Tree Farm

Magness Tree Farm is a demonstration forest and

education site in Sherwood, Ore. The view was beautiful but the weather was mixed (sunny, foggy and rainy). Very nice facilities inside accommodated the group well. The group was welcomed by Ben and Sandy Bole at 8 a.m. **(cont. pg. 3)**



*Magness Tree Farm, site of CGA's annual meeting 2010.*

## Midwest After-Purchase Survey

*Michelle Hall, University of Missouri Center for Agroforestry*

In Fall 2009, the MU Center for Agroforestry asked growers from around the country to participate in an after-purchase consumer survey of their buyers. This would help us find out who our buyers are, how they use chestnuts and what they think about them! Four growers from the Midwest, in addition to our Center, participated. The growers sent the survey out with purchases and about 60 participating buyers – from around the country – returned the survey directly to us at the Center.

We hope the results of this survey might help you learn something about your buyers and how you market your farm's nuts.

### Who are the buyers?

One-third had never previously purchased chestnuts. Twenty percent eat chestnuts less **(cont. pg. 11)**

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## A Message from the President

MIKE GOLD  
UNIVERSITY OF MISSOURI  
CENTER FOR AGROFORESTRY

*We had a great 2010 CGA annual meeting in northern Oregon, organized and hosted by Sandy and Ben Bole. Ray and Carolyn Young had us over to their wonderful home and chestnut farm on Friday night and the Boles gave everyone the royal treatment on Saturday evening at their lovely home including orchard and equipment tours and a superb meal. A number of speakers made for a lively program during the day on Saturday. We also visited the chestnut orchards of Chris Foster and Randy Coleman. Quite a contrast in operations. Chris Foster has a small commercial organic orchard (7 acres), knows every one of his chestnut trees on a "first-name basis," hand harvests every chestnut, uses very little mechanized equipment and sells his crop for a premium price in the market. Randy Coleman has a much larger chestnut planting (30 acres), (he also is a major hazelnut producer) and is totally mechanized. Both chestnut growers, but their operations are completely different.*

*While I realize it is expensive to travel across the country for our annual CGA meeting, I believe it is definitely worth the investment in time and money. I learn a great deal every year and this year was no exception. The U.S. chestnut business is still a local and regional affair where different growers across the U.S. seem to do their own thing. For most growers, our annual CGA meeting is the only place I know of to exchange experiences and learn from one another face to face.*

*There will be another, regional, chestnut gathering later this summer. Dennis Fulbright, CGA VP and a Professor at Michigan State University, is working with a group of his colleagues to organize a "Midwest Chestnut Farm Conference" Aug. 21-22, 2010, in Jackson, Mich. The stated purpose of their two-day conference is to help Midwest researchers learn more about growers' needs and priorities as expressed through a list of priorities developed by members of the chestnut industry in meetings held earlier in 2010. They hope to come away with a new list of common goals for the industry and determine where and how university research can help in achieving those goals. I believe their efforts will benefit ALL chestnut growers across the U.S.*

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Single membership is \$30 per year per person, household membership is \$40 and associate membership is \$50. Members receive The Chestnut Grower quarterly. For foreign delivery contact the Editor for pricing. Back issues may be obtained by members. Membership applications may be obtained from the Secretary-Treasurer.

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Half page, camera ready (w/1 photo) ...15.00  
Quarter page .....10.00  
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One classified ad per member per year is free (max. 6 lines, \$2.50 ea. add'l 6 lines). Ad space may be reserved with full payment but must meet established deadlines. For more information and specifications, contact Michelle Hall at (573) 882-9866 or hallmich@missouri.edu.



Center for Agroforestry  
University of Missouri

#### PUBLICATION DEADLINES

Fall issue deadline 9/15 mailed 10/15  
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## CGA Visits Oregon, Washington (cont. from front page)

We displayed UMCA publications and shortly after that we started the meeting.

### **CGA meeting**

*Please see minutes, page 4.* After the meeting, member presentations followed.

### **Dennis Fulbright presentation**

Dennis Fulbright presented the latest research in Michigan. According to Dennis (and AgCensus), Michigan is the No. 1 in the U.S. in acreage and number of chestnut farms. The members of the CGI supply to the fresh market (Italian Gourmet Markets (Detroit, Chicago), supermarkets) and also to value-added market: peeled chestnuts (frozen, dehydrated), slices (freeze dried), chips (oven dried), breadings, flour. They have great equipment: chestnut harvester (FACMA), \$15,000-\$50,000; chestnut scoring machine – with singulator, \$20,000; chestnut slicing machine (Urshell), \$40,000.

The CGI chestnut priorities are: germplasm, pests, orchard management – pollination, economics, quality, harvest, storage and marketing; USDA standards, size or weight.

### **Chris Foster presentation**

Chris presented his thoughts and ideas on the bubbly bark condition in chestnuts. He presented two papers from experts in France and New Zealand and shared their research and ideas. Proposed New Zealand research strategies are on nutrition (boron deficiency), possible pathogens or environmental conditions (water-saturated soil). The French researchers have focused mostly on the environmental conditions of water-saturated soil profile and the effects on the roots, which then affect the top of the tree, causing the signs of bubbly bark.

### **Sandra Anagnostakis presentation**

Sandra talked about her program at the Connecticut Agricultural Experiment Station: breeding for disease resistance and a gall wasp resistance study. Timber-type chestnuts are bred to grow fast and straight. Orchard trees are bred to flower early, produce high nut yields and maintain a much smaller tree size.

### **Ken Hunt presentation**

Ken presented his most recent research about delayed grafting failure in the Qing cultivar, open center pruning, and gave handouts of data summaries collected on cultivars.

We had a nice lunch provided by Whole Foods. The air was crisp, the sun was shining and it was nice to have lunch outside on the bench.

### **Mike Gold presentation**

Mike presented the results of the 2009 CGA member marketing survey. Forty-nine CGA members participated in the 2009 survey. Any member wishing to obtain a copy of Mike's CGA presentation should contact him directly.

### **Laura Barton (trade development manager, Oregon Department of Agriculture) presentation**

Laura presented some strategies a chestnut producer could use to successfully market chestnuts. She said it is important to prioritize, to manage time wisely, to identify where the customers are and to target likely users. It is important to continually educate about chestnuts; find media enthusiasts, hold classes, and offer tours and on-site experiences. Contact chef associations, conferences, "Foodie" membership organizations like Slow Food, complimentary product associations (wine groups), conferences and festivals (chocolate festivals), and gourmet food shows.

Important trends that need to be leveraged are the greater consumer demand for healthy food; buying local; natural, organic, sustainable.

What do you market? Think about customer needs such as busy lifestyles; quick, easy snacks; dietary restrictions (gluten free); ready to use products; provide recipes.

Find key users – chef, writer (uses and endorses gluten free); organize a theme day at the restaurants; culinary schools – restaurant classes available to the public

Differentiation is key: find unique uses, support logo/brand, offer fresh and value added, participate in events, offer good service, make it easy for customers to buy your products.

There are opportunities for funding. CGA could apply for grants as an association. Also, use university marketing students for some free projects.

The presentations ended late afternoon. We headed out to Randy Coleman's plantation in McMinnville, Ore., in a large car caravan through the beautiful back roads of northern Oregon. He has a large orchard and a lot of equipment. **(cont. pg. 4)**

## CGA Visits Oregon, Washington (cont. from page 3)

We saw the chestnut washer/grader that can separate the flat chestnuts from the round ones, nut sorting table, packaging equipment, drier-polisher and equipment for harvesting chestnuts. Randy also showed how using an ozone generator can provide a water bath that surface sterilizes the harvested chestnuts in his processing line allowing a significant improvement in post-harvest storage time. Ina said she had never seen so much equipment for chestnuts; she didn't know it all existed.

We returned to Sandy and Ben Boles' orchard – Ladd Hill Orchards – for dinner. Beautiful landscape, beautiful house, wonderful view. Ina said it reminded her of Romania and she felt at home. “The view was similar with the region I grew up; even the wildflowers were the same.”

(cont. pg. 10)

### Annual Meeting: Minutes

#### **Chestnut Growers of America, Inc. Minutes of the Annual Meeting June 19, 2010**

**Call to order:** The meeting was called to order by President Mike Gold at 9 a.m. at the Magness Tree Farm, Sherwood, Ore.

**Reading of the minutes:** It was moved by Cynthia Christensen and seconded by Sandy Anagnostakis to dispense with the reading of the minutes from the 2009 meeting. Motion passed. Minutes were accepted by consensus.

**Reports of Officers:** There were none.

#### **Old Business:**

*Information sheet.* There was discussion about having an informational brochure available from CGA for member use. Mike said he would make the U of MO brochure available as a PDF file.

*Bags.* Debbie Milks presented a selection of bags that might be used by growers for storage and shipping. Samples were available

for inspection. Growers indicated different bags for different needs. No decision was made.

#### **New Business:**

*Complimentary Membership.* Sandy Anagnostakis moved and Cynthia Christensen seconded a motion to add supportive extension agents as complimentary members with email versions of the newsletter. Motion passed.

*Web Site.* Members were asked to check the CGA Web site growers' directory for accuracy. Logos have been added for growers who have them to the paid listings.

*Chestnut Signs.* There was discussion about use of the signs on orchard fences. One sign was available for each meeting registration.

*Nursery Stock.* Ben Bole talked about the Haworth Nursery that will be visited tomorrow. Mr. Haworth is interested in growing chestnuts and our attendance should show him the interest that exists for a market for him.

It was mentioned that Forrest Keeling Nursery in Missouri is now growing for eastern U.S. production. Their operation appears to be successful.

*Recognition.* Mike recognized Randy Coleman, first president and founding member of CGA, originally known as the Western Chestnut Growers' Assn.

#### **Election of Officers for 2010-2011:**

Sandy Anagnostakis moved and Debbie Milks seconded a motion to accept the slate of officers as presented. Motion passed. The officers are:

**President:** Mike Gold  
**Vice-President:** Dennis Fulbright  
**Sec/Treas:** Ray Young  
**Directors:** Sandy Bole, Charlie NovoGradac, Bob Wallace, Lee Williams

**Adjournment:** The meeting was adjourned at noon.

Respectfully submitted,  
Ray Young, Secretary-Treasurer

## What I Wouldn't Do Again

“Years ago I planted shade-intolerant trees (including chestnuts) in small openings in existing forest. My idea was to gradually expand the openings by clearing trees and brush around the planted trees. I spent years of work and thousands of dollars on this project, and I have nothing to show for it. Shade-intolerant trees just won't grow under those conditions.” CGA

*Thanks to the grower who contributed this issue's “What I Wouldn't Do Again.” We encourage everyone to*

*pass along their stories to Michelle Hall at [hallmich@missouri.edu](mailto:hallmich@missouri.edu) or mail to 203 ABNR, Columbia, MO 65211. Contributions are anonymous.*

*Don't look now but we've posted each and every “What I Wouldn't Do Again” online at the University of Missouri Center for Agroforestry Web site. Now you can browse these tips anytime. Go to <http://www.centerforagroforestry.org/pubs/chestnut/index.asp> to see them all!*

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## Annual Meeting: Cracking Into the Social Web

Katie Burnett, social media specialist at Watershed Communications, Portland, Ore., gave a presentation on social media marketing at the recent Chestnut Growers of America meeting. She discussed tools such as Twitter, Facebook and blogs. She said, first of all, a successful Web site is visually compelling, concise, has useful content and is dynamic.

Here are some highlights from her handouts, for those who couldn't make it:

**Twitter** is a free social messaging utility for staying connected in real time. On Twitter, users answer one simple question: What are you doing right now? More specifically it's an online microblogging service that allows users to send and read other users' short updates (otherwise known as tweets).

She suggests tweeting for your business; alerting your “followers” to events, special offers, company news, industry insights, and other general news related to your business and the broader industry. The key is building mutually beneficial relationships with your fellow tweeters. Give them insider tips (like offering them special chestnut roasting techniques) or information (where to buy your chestnuts). But your tweets don't have to be specific to your brand. Tweet about your favorite recipes, restaurants, wines, products, Web sites, etc.

Follow your target audience – you can search for certain users – or pinpoint a user like you (another grower, business that carries your product, specialty foods market,

food writer). Scan who is following them and who they are following. If you “follow” someone on Twitter, they'll be notified and it's likely they will follow you in return.

**How to do it:** Go to [twitter.com](http://twitter.com); click Get Started, and follow the directions.

A **Facebook** page is an important and cost effective way to showcase your business, product or brand. Facebook pages create a way for you to engage with your consumers, while providing them a forum to engage with one another. Page example: The American Chestnut Foundation, <http://www.facebook.com/pages/The-American-Chestnut-Foundation/83644041313?ref=ts>

**How to do it:** Go to <http://www.facebook.com/pages/create.php> to start your page. Choose a category (the one that best fits) and title your page with the exact name of your business, organization, product, etc. Click: Create Page. Make the profile picture something that clearly identifies the brand, like a logo, label or product image.

In addition, Burnett discussed other free Web site tools that may be of interest to producers:

**Blogs:** A blog needs to be updated often. Don't worry about including more than four paragraphs per entry; tag key words. Get started at <http://en.wordpress.com/signup/> or [www.blogger.com/start](http://www.blogger.com/start)

**Google Analytics** (see who is visiting your Web site): <http://www.google.com/analytics> CGA



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## Members Applying or Renewing Since Directory Published

Please add the following CGA members to your directory:

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## Michigan State Agriculture Department Implements Quarantine

May 27, 2010, the Michigan Department of Agriculture Director Don Koivisto announced the establishment of a new plant pest quarantine against the Chestnut Gall Wasp to “protect the state’s growing chestnut industry from the devastating effects of an exotic insect pest found elsewhere in the U.S.

“Effective immediately, shipments of chestnut nursery stock coming from infested states is prohibited unless certain regulatory requirements are met.”

The Department’s exterior state quarantine places restrictions on the movement of chestnut nursery stock from the following quarantined states – Alabama, Georgia, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, Tennessee and Virginia.

“Our ability to regulate the movement of chestnut nursery stock is crucial to preventing the artificial introduction and spread of chestnut gall wasp into the state,” said Koivisto. “It’s going to take a team effort from chestnut growers and homeowners to ensure chestnut nursery stock meets our quarantine requirements.”

Individuals or businesses found violating the quarantine are subject to fines ranging from \$1,000 to \$250,000 and jail time of up to five years for moving uninspected or improperly certified chestnut trees and scionwood cuttings.

Additional information about chestnut gall wasp is available on the MDA website at [www.michigan.gov/mda](http://www.michigan.gov/mda)

For the full article announcing the quarantine, go to <http://www.michigan.gov/mda/0,1607,7-125--237712--,00.html>

**DETAILED CHESTNUT PUBLICATION** *The International Society for Horticultural Science has published the book “Following Chestnut Footprints (Castanea spp.): Cultivation and Culture, Folklore and History, Traditions and Uses.”*

*The publication includes essays on chestnuts from more than 25 countries around the world. J. Hill Craddock, University of Tennessee at Chattanooga, penned the U.S. entry. The book, written in both Italian and English, is a look at the chestnut industry and history, from multiple perspectives.*

*Find the book for free download at: [http://www.actahort.org/chronica/pdf/sh\\_9.pdf](http://www.actahort.org/chronica/pdf/sh_9.pdf)*

**AUSTRALIAN UPDATE** *John Morton was hopeful for a good chestnut crop after 15 years of drought when he wrote us back in the spring, and it seems it did happen!*

*The Australian Weekly Times Now reports in its June 11 issue: “Victoria’s chestnut growers have welcomed a return to average yields after a run of poor seasons.*

*“Timely summer rain delivered larger-sized chestnuts and a national crop close to 1500 tonnes.”*

*For the entire article, go to [http://www.weeklytimesnow.com.au/article/2010/06/11/197071\\_national-news.html](http://www.weeklytimesnow.com.au/article/2010/06/11/197071_national-news.html)*

**CHESTNUT CONGRESS REDUX** *Chronica Horticulturae, published quarterly by the International Society for Horticultural Science, has a three-page article on “Castanea 2009, First European Congress on Chestnut” in its June 2010 issue.*

*The article reviews presenters, tours, etc., of the congress, held in Cuneo, Italy, Oct. 13-16, 2009. (Dennis Fulbright provided Chestnut Grower readers with an event overview in the Winter 2010 issue.)*

*The Second European Chestnut Congress will be Oct. 9-12, 2013, in Hungary, Romania and Slovak Republic. A photo gallery of the past event is available at <http://www.arboree.unito.it/castanea2009>*

*To see the entire Chronica Horticulturae article, go to <http://www.actahort.org/chronica/pdf/ch5002.pdf> (pages 33-35).*

## BOND ORCHARD SELECTION™ Chestnuts



Working with the University of Missouri Center for Agroforestry, I have, over the last 17 years, established a very successful Chinese chestnut orchard whose germplasm produces quality chestnuts with hybrid vigor and large tasty nuts.

Forrest Keeling Nursery in Elsberry, Mo., grows outstanding seedlings – with its patented Root Production Method (RPM) – that reach heights of 3-5 feet the first season, and have produced dozens of burs in the third year following outplanting.

– Kit Bond

For more information, contact Forrest Keeling Nursery at 800-356-2401 or [info@fknursery.com](mailto:info@fknursery.com)

Or join us at the Missouri Chestnut Roast Oct. 16, New Franklin, Mo.

• [kitbond.com](http://kitbond.com) •



## Annual Meeting: Photos



**Left:** The view from Ben and Sandy Boles' home. **Above:** Attendees visit Haworth Nursery, Gaston, Ore. **Below:** Ray and Carolyn Young's orchard, Allen Creek Farm.



**Above:** Dinner at Ben and Sandy Boles' home Saturday night. **Right and far right:** Randy Coleman of RC Farms demonstrates how to build a wire brush from steel cable for peeling dried chestnuts. He said this material can scrape out pellicle from the convolutions of dried Colossal kernels. Randy harvested 80,000 pounds of chestnuts last season.





## Annual Meeting: Photos

**Below and right:** Ray Young has added an air leg to his processing line to get rid of trash and a plastic nut sorter that makes less noise and scuffing of the nuts than a metal sorter.



**Left:** Randy Coleman's ozone generator provides a water bath that surface sterilizes harvested chestnuts. **Right:** Charlie NovoGradac checks out Ben Bole's dried chestnut peeler, which was adapted from hazelnut peeling equipment.



**Above and right:** Ray Young discusses his C.A.L.M storage pallet unit where an oxygen sensor allows a small pump to draw in fresh air when the oxygen level gets too low, to create an optimum ratio of carbon dioxide to oxygen to prolong post-harvest quality. The unit is inside his refrigerated shipping container. **Far right:** Ray Young explains how he has set up a new peeling line based on a hazelnut process. The peeled nuts enter the commercial kitchen (cubicle in the picture) where an inspection table allows for a final inspection. Ray just built this and says he needs to do some "tweaking" to make the process more efficient.



## CGA Visits Oregon, Washington (cont. from page 4)

Sandy and Ben were wonderful hosts. We were lucky to avoid rain and to have a great dinner outside. Food was delicious and everything was just perfect. Before dinner we visited the orchard and Ben's equipment.

### Sunday, June 20

We met at the hotel and drove to visit the Haworth Nursery. They are producing chestnut trees, grafted chestnut trees and want to become the tree supplier in the region.

The last stop was Cascadia Chestnuts, Chris Foster's place. Beautiful orchard again, with European cultivars that produce jumbo nuts, including the marrones. All trees are grafted and his production is certified organic.

Unfortunately, we didn't have time to join the group for lunch at a microbrewery in Portland. We said good-bye and rushed to the airport to catch our flight. It was a very informative meeting. Chestnut growers are always very nice and it is a pleasure to be with them. *CGA*

CGA members who attended the annual meeting in Oregon and Washington may have met grower Annie Bhagwandin, Shady Grove Orchards. She publishes "The Chestnut Cookbook," now in its 3rd edition.

See and purchase the book online at: [http://www.wheatmark.com/merchant2/merchant.mvc?Screen=PROD&Store\\_Code=BS&Product\\_Code=1587361671&Category\\_Code=CK](http://www.wheatmark.com/merchant2/merchant.mvc?Screen=PROD&Store_Code=BS&Product_Code=1587361671&Category_Code=CK) *CGA*

## Announcing the Midwest Chestnut Farm Conference

A two-day Midwest Chestnut Farm Conference will be held Aug. 21-22 in Jackson, Mich. The conference will start at 9 a.m. Aug. 21 and ends with lunch Aug. 22. The conference is sponsored by the Midwest Nut Producers Council (MNPC). Registration for non-MNPC members is \$30 and \$10 for members.

Contact Dennis Fulbright at [fulbrig1@msu.edu](mailto:fulbrig1@msu.edu) or 517-819-1043 for information and registration. A list of hotels and directions to the conference center will be sent. Registration includes breakfast, snacks, drinks, two lunches and Saturday dinner by the lake.

The purpose of the two-day conference is to help Midwest researchers learn more about growers' needs and priorities as expressed through a list of priorities developed by members of the chestnut industry in meetings earlier this year. The hope is to come away with a new list of common goals for the industry and determine where and how university research can help in achieving those goals.

The format will be to have researchers talk about their ongoing or recently initiated projects and to have feedback from growers. Each topic will take about an hour with flexibility built into the schedule for good discussion time.

In addition, we hope to be able to show and demonstrate the recent purchases of a FACMA Italian chestnut harvesting vehicle\*, a Boema commercial chestnut singulator\*, Boema chestnut scoring machine\* and the Boema commercial chestnut peeling line (*\*if they arrive by the time of the meeting*).

Scheduled to speak: Chestnut Farm Economics, R. Brent Ross, MSU Agricultural Economics; Chestnut Harvesting, Processing and Quality Control, Dan Guyer, MSU Biosystems and Ag Engineering; Shelf-Stable Packaging, Eva Almenar, MSU School of Packaging; Developing Communication with Growers (common chestnut pests), Mason County Extension Director Mira Danilovich; Do Good Agricultural Practices (GAP) Apply to Nuts?, Jackson County Extension Educator Phil Tocco; Cultivars and Chestnut Genetics, Jeanne Romaro-Severson, Biology, University of Notre Dame; and Introduction and Nut Quality Issues, Dennis Fulbright, MSU Plant Pathology.

Other anticipated speakers include Chestnut Growers, Inc., President Roger Blackwell; Forrest Keeling Nursery representatives; and University of Missouri researchers. *CGA*

## After-Market Survey (cont. from front page)

than once a year, one-third eat chestnuts once a year, 12 percent 2-3 times per year and one-third more than 3 times a year.

The largest group of chestnut buyers (29 percent) were over 65 years of age. Twenty-one percent were 56-65; 24 percent were 46-55; 16 percent, 36-45; and 10 percent 26-35. None were under 25.

As for education, the largest percentage had a graduate degree (44 percent). Another 32 percent had a college degree; 9 percent had attended technical school; and 12 percent had completed high school.

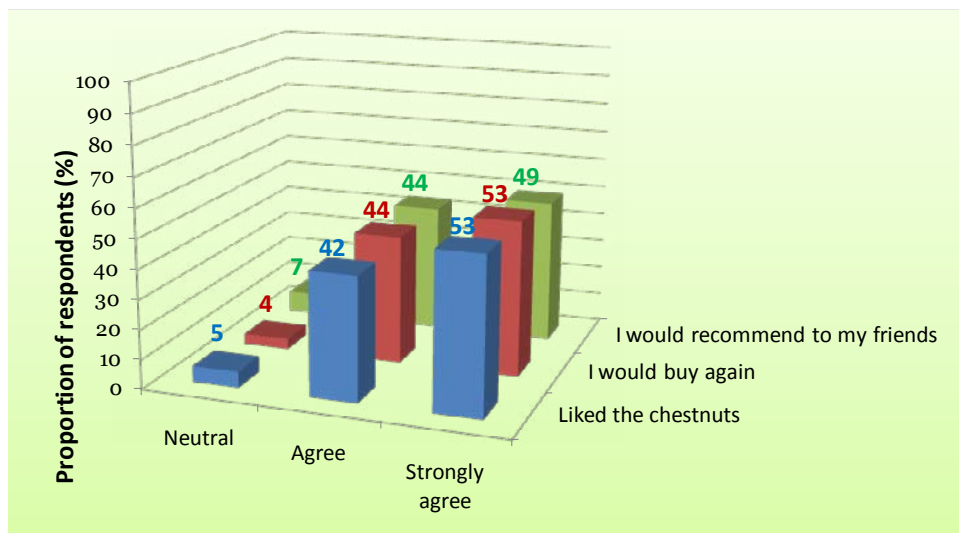
Two-thirds of the chestnut buyers had an income over \$50,000 per year. Another 14 percent earn \$35,000-\$49,999; 16 percent, \$25,000-\$34,999; and 4 percent, less than \$25,000.

Half of chestnut buyers live in an urban area, and another 27 percent live within 30 miles of an urban area.

Knowledge about chestnuts varies. Although 90 percent of buyers know that chestnuts need refrigeration, only about half knew chestnuts' fat content, compared to walnuts, and about 40 percent knew chestnut flour is gluten free.

### How did they use their chestnuts?

Sixty-five percent roasted their nuts; 43 percent tried boiling or microwaving. Although a third found recipes elsewhere, one quarter used recipes provided by the seller.



More than half (57 percent) were “familiar” or “very familiar” with roasting chestnuts. About one-fifth were “not at all” familiar with the process. Far fewer were familiar with cooking the nuts. Only 29 percent said they were “familiar” or “very familiar”

with cooking with chestnuts. Almost 40 percent were “not at all” familiar.

### What did they think about their chestnuts?

Fifty-seven percent of respondents said the price of their chestnuts was “as expected.” About one-fifth said they were priced higher than expected; 12 percent said they were lower than expected.

Buyers seemed very pleased with the taste and appearance of their purchased chestnuts; no one said they were less than satisfactory. In fact, almost three-quarters said they were “very good” and another almost 20 percent said they were “good.”

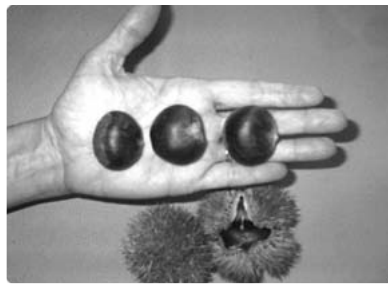
Nearly all buyers said they “agree” or “strongly agree” they would recommend chestnuts to their friends (93 percent); would buy again (97 percent); and liked the chestnuts (95 percent). (See figure above.)

Center researchers also will perform conjoint analysis on the data to identify the effects of price, origin (i.e., locally grown, U.S. grown and imported), and production process (unknown, pesticide free and certified organic) on consumer preferences.

The Center for Agroforestry invites growers to participate in the buyer survey this fall. Please contact Ina Cernusca, CernuscaM@missouri.edu, by Sept. 1 if interested. CGA



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