



# CGA Annual Market Survey 2016-2017

Michael Gold, Zhen Cai, Ina Cernusca

\*Email: [goldm@missouri.edu](mailto:goldm@missouri.edu)



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# Seedlings vs Cultivars

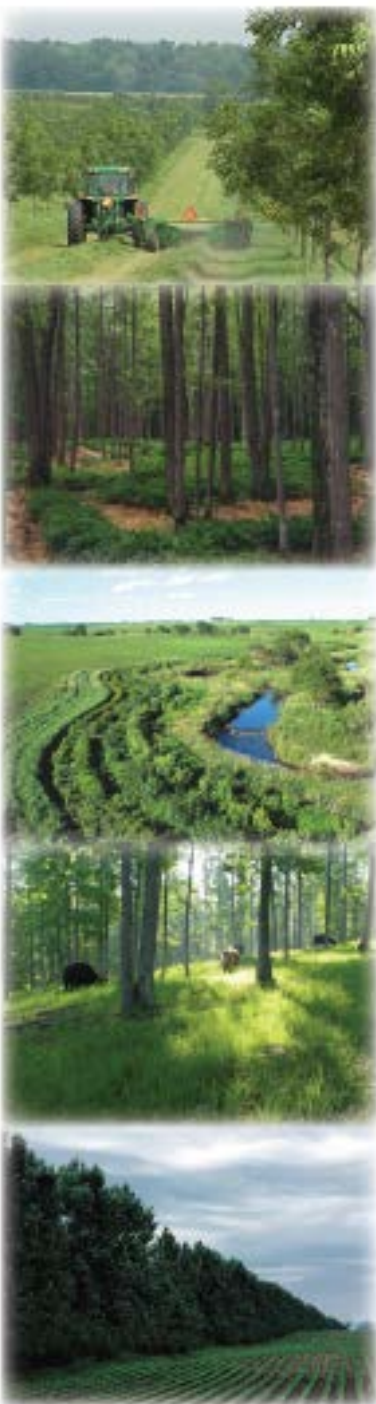
If you have:

- ✓ The best soils for chestnut
- ✓ The best climate for chestnut
- ✓ Cultivars with known production for a given climate and soil
- ✓ The optimal management practices
- ✓ You will have the most productive chestnut growers and best prospects for the future of the industry



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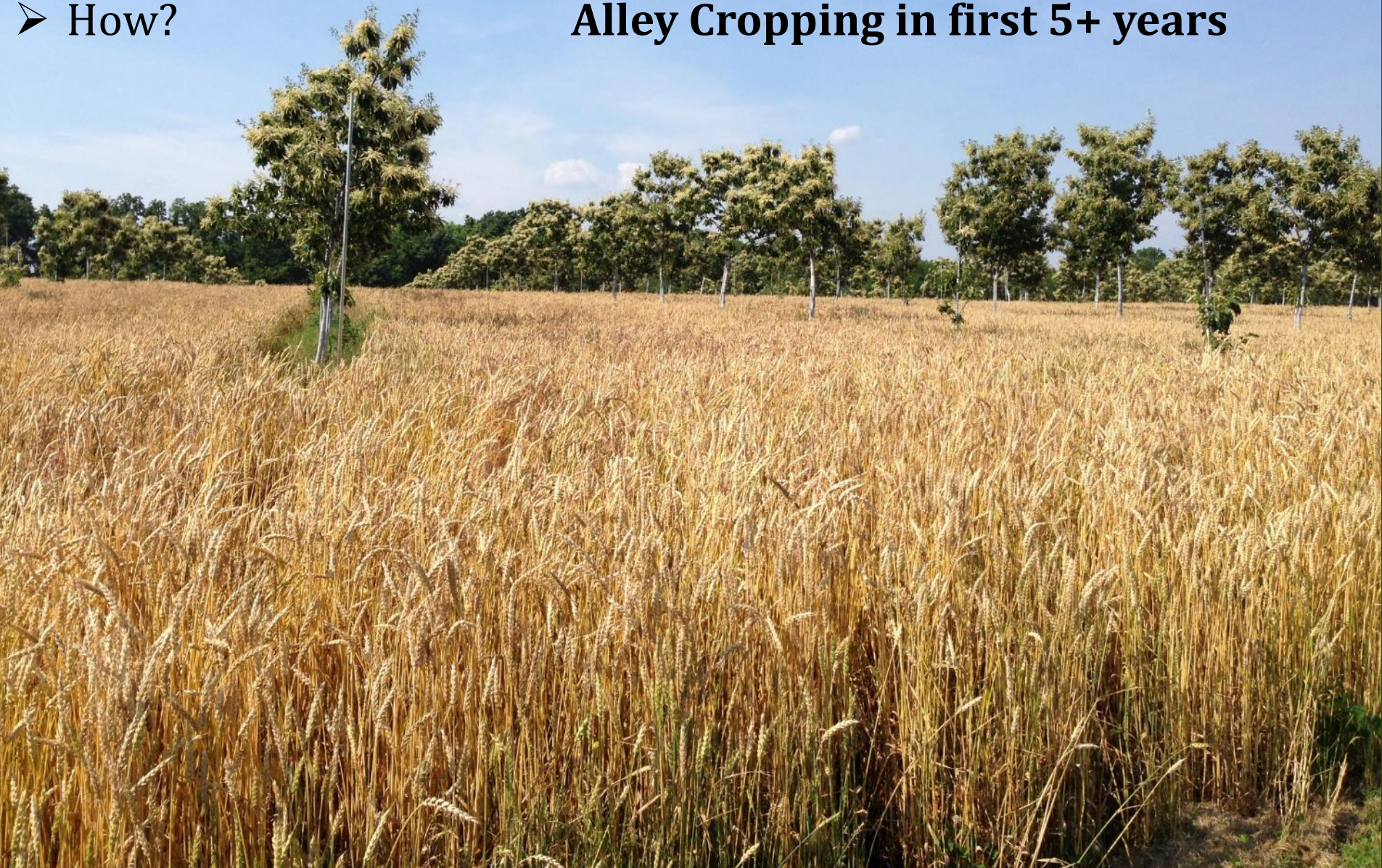
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How to improve your bottom line, years to break even and profit?  
Earn income while waiting for nut production.

➤ How?

**Alley Cropping in first 5+ years**



SZEGO AGE 11

50+ lbs



# SZEGO NUTS



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# CGA Market Survey

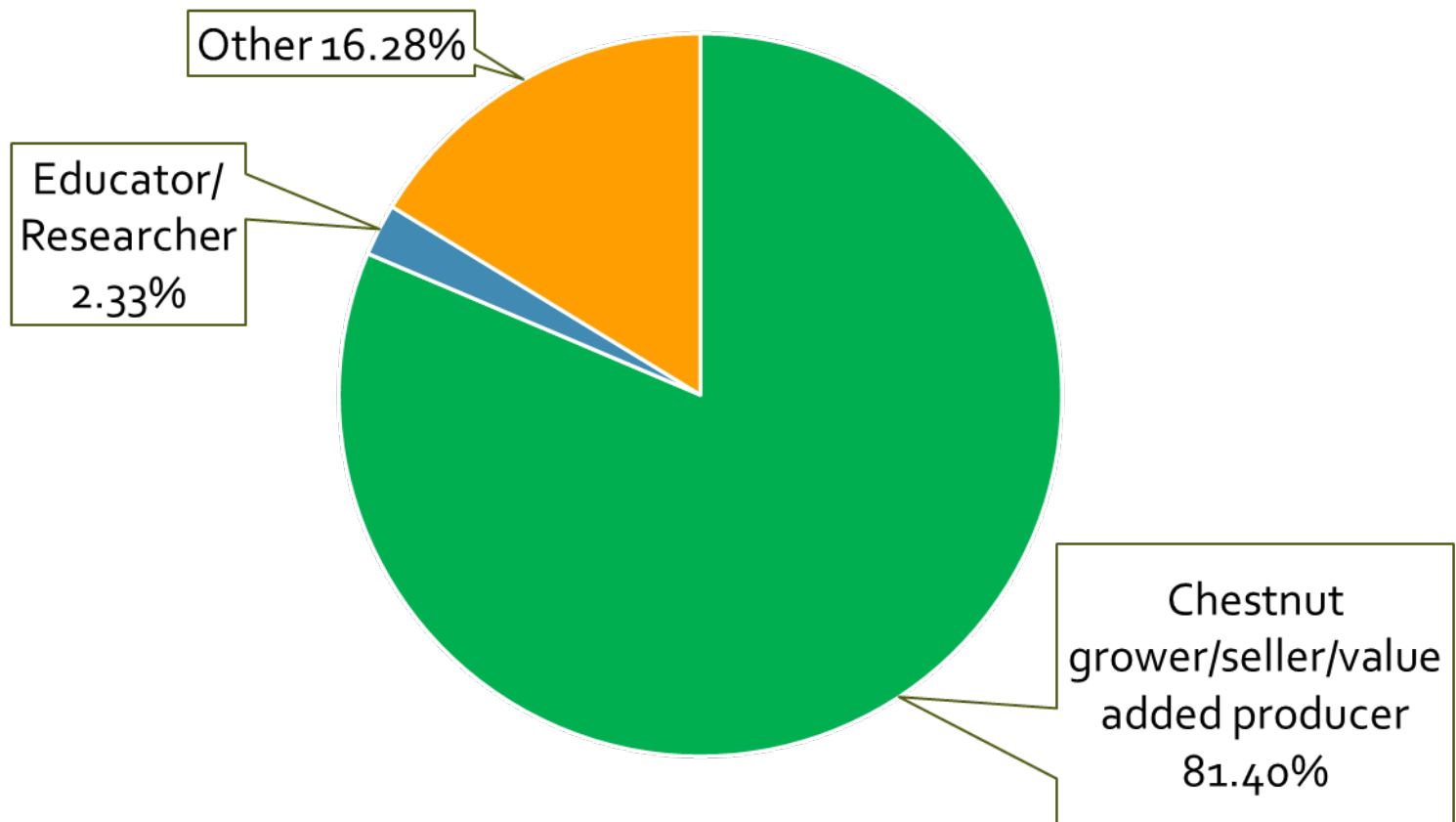
- Conducted annually since 2009
- \*Survey CGA members
- To provide an updated information on chestnut production, harvesting and marketing.



\*Past surveys have included current and past CGA members, this year, **only current members**

# Survey participants-Activities

Which of the following describes you?



**N=43 (total respondents)**

# Survey participants-Activities

I have established chestnut trees which are in production and I market

63%

Sell fresh chestnuts

51%

I have established chestnut trees which are not in production yet AND I don't market

34%

Produce and sell value added products

23%

Buy from other grower(s) and resell

14%

I have established chestnut trees which are not in production yet AND I market

14%

Produce and sell nursery stock

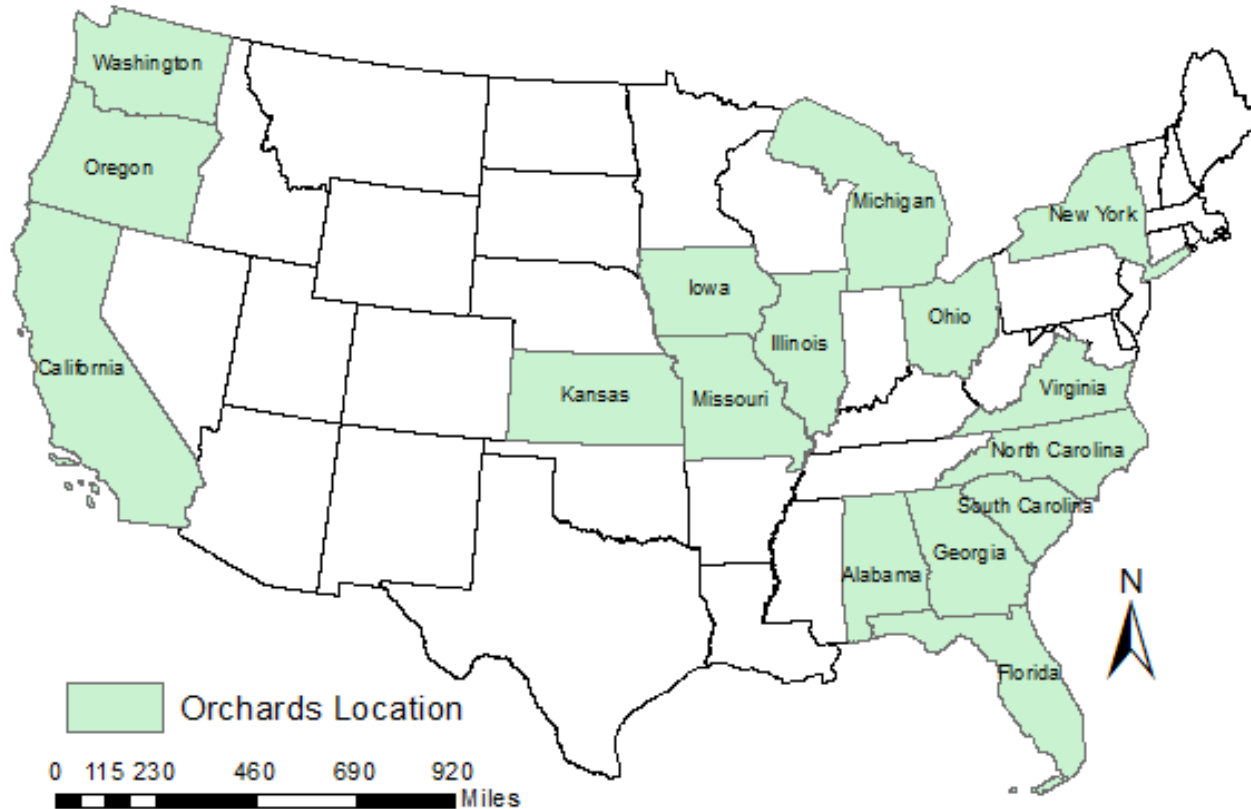
9%

Other

3%

**N=35 (growers/sellers)**

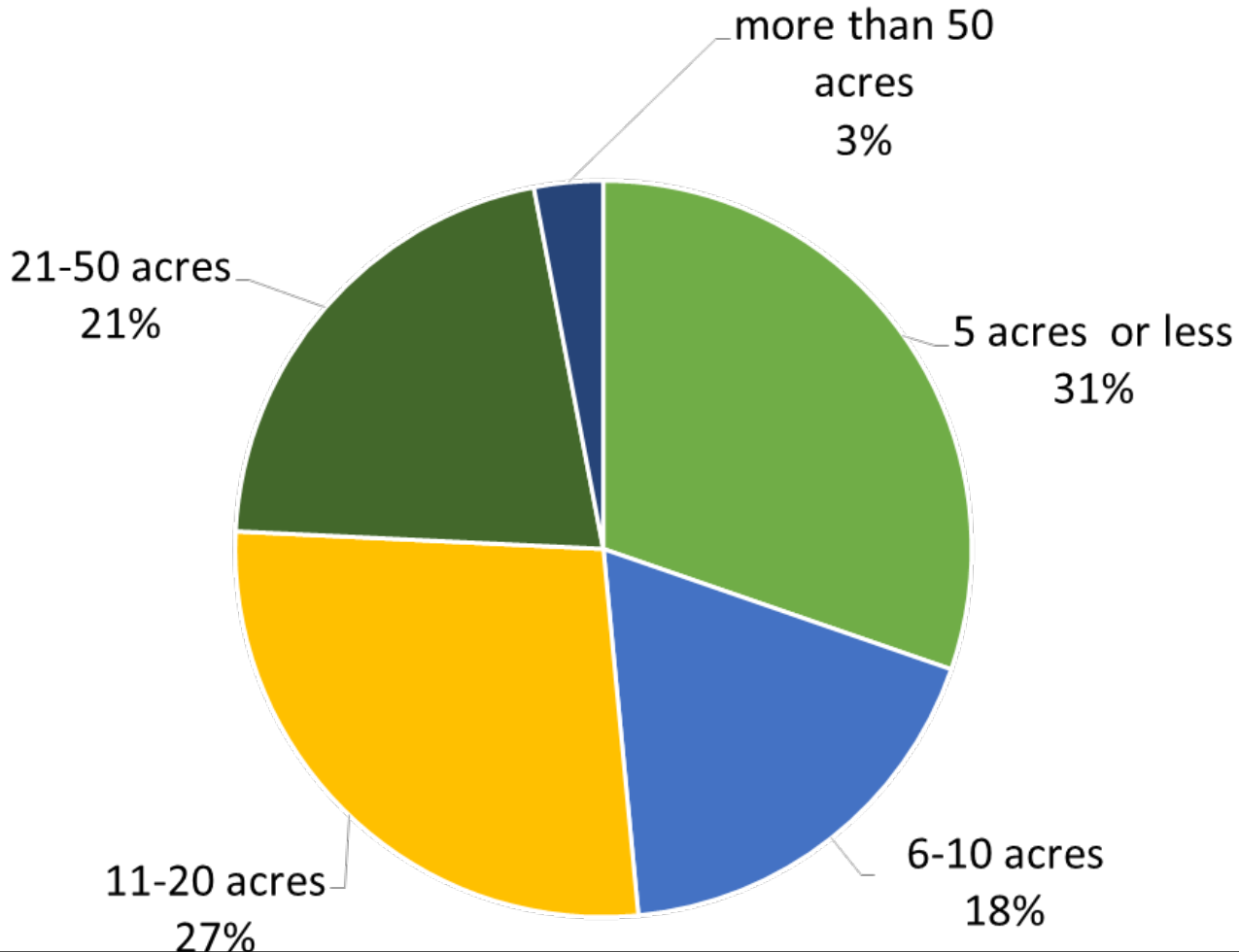
# Survey participants – Orchards Location



State	# of respondents
AL	1
CA	3
FL	1
GA	1
IA	2
IL	4
KS	1
MI	5
MO	4
NY	1
NC	2
OH	3
OR	1
SC	2
VA	2
WA	2
<b>Total</b>	<b>35</b>

# Production operation - 2016/2017

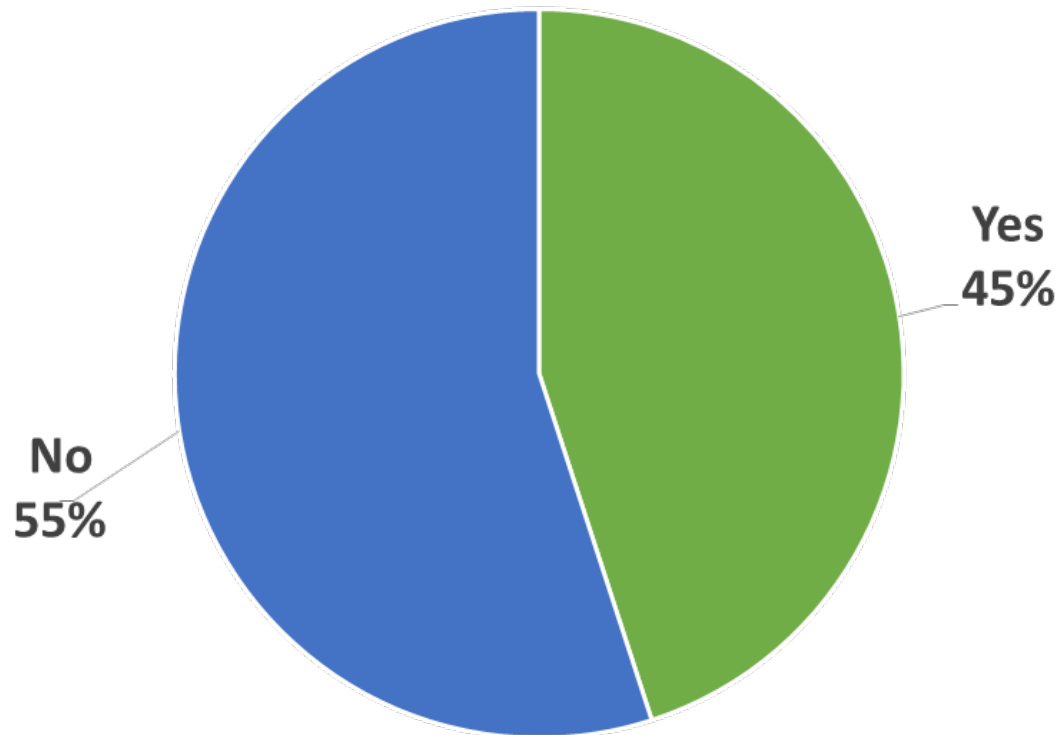
- Total acres reported planted in chestnuts: **554**
- Commercial production: **278.5 acres**
- **49%** have less than 10 acres planted



**N=33**

# Production operation: Plans (2017/18)

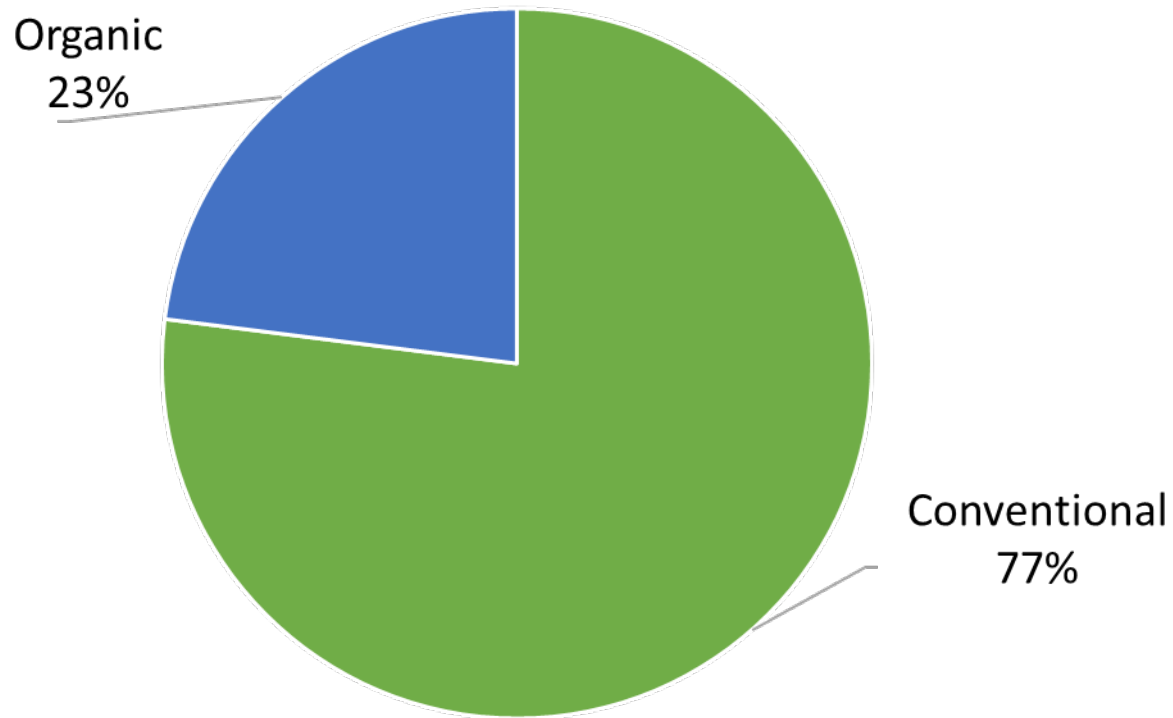
**Are you planning to expand your orchard?**



N=33

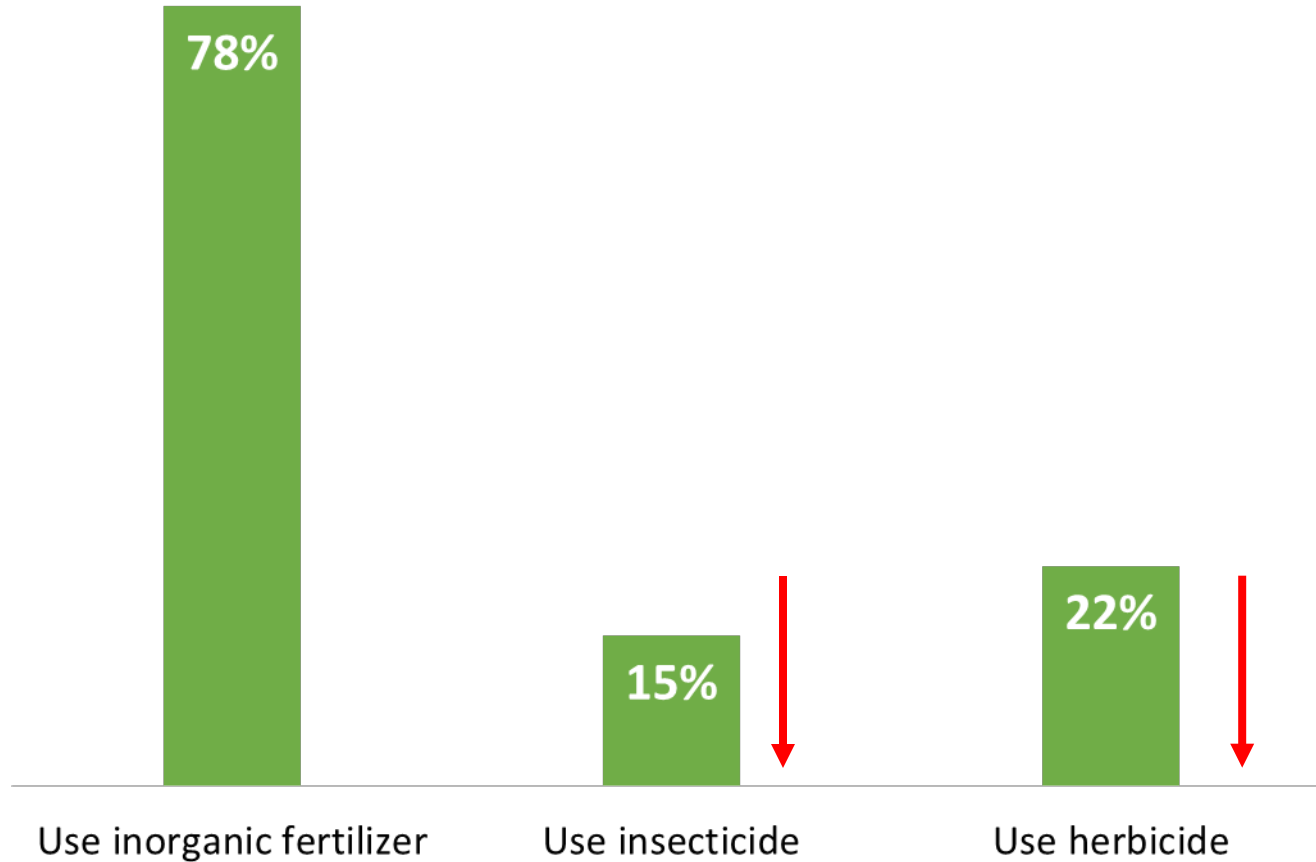
**66.5 new acres and 3,490 new trees planned to be planted**

# Production operation: Production process



N=35

# Conventional Production

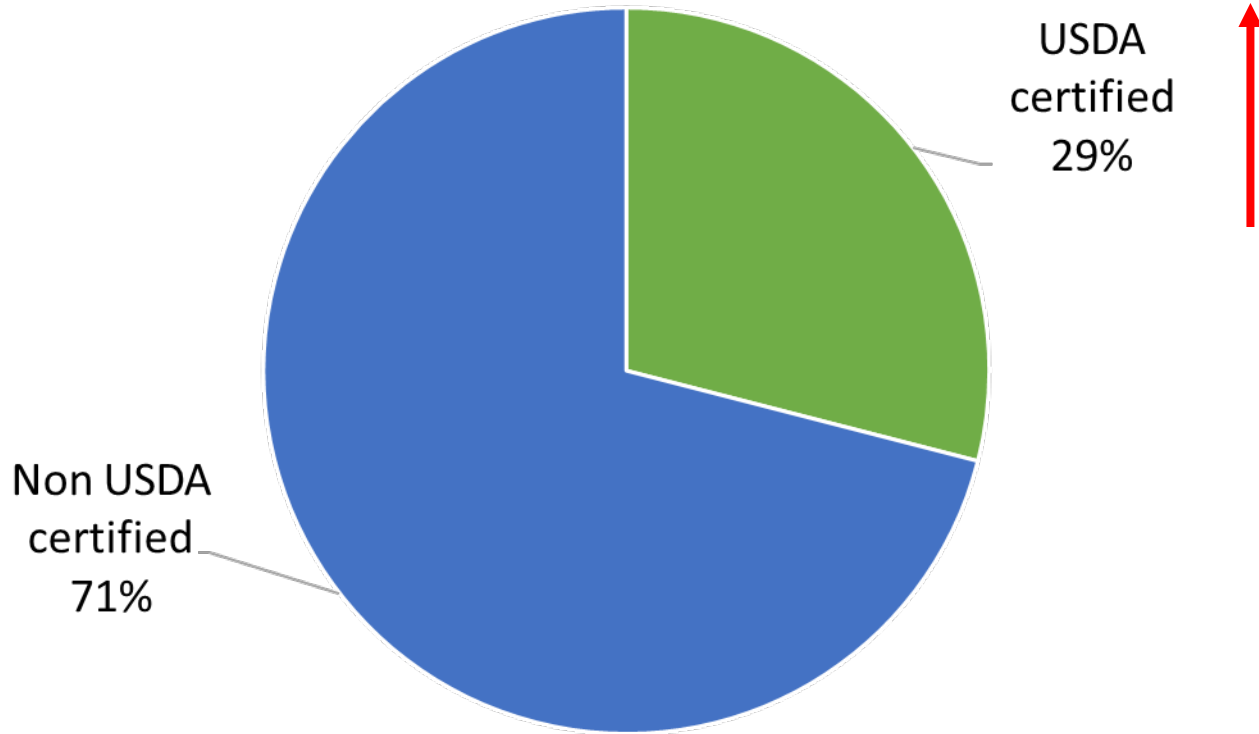


N=25

↓ = notes change from 2015 survey



# Organic Production

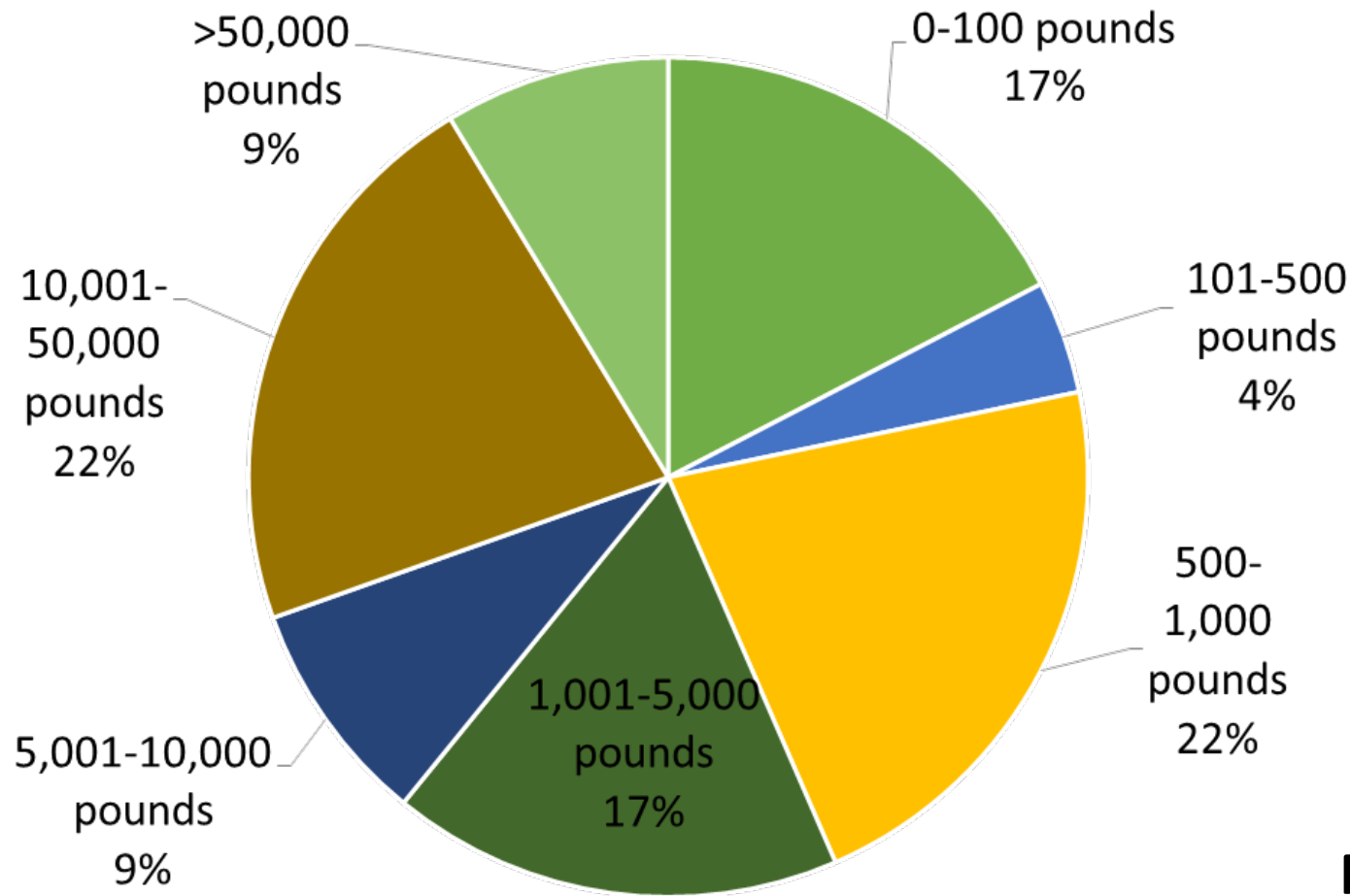


N=7

# The 2016 production season

**Total pounds of chestnuts harvested: 294,452 pounds**

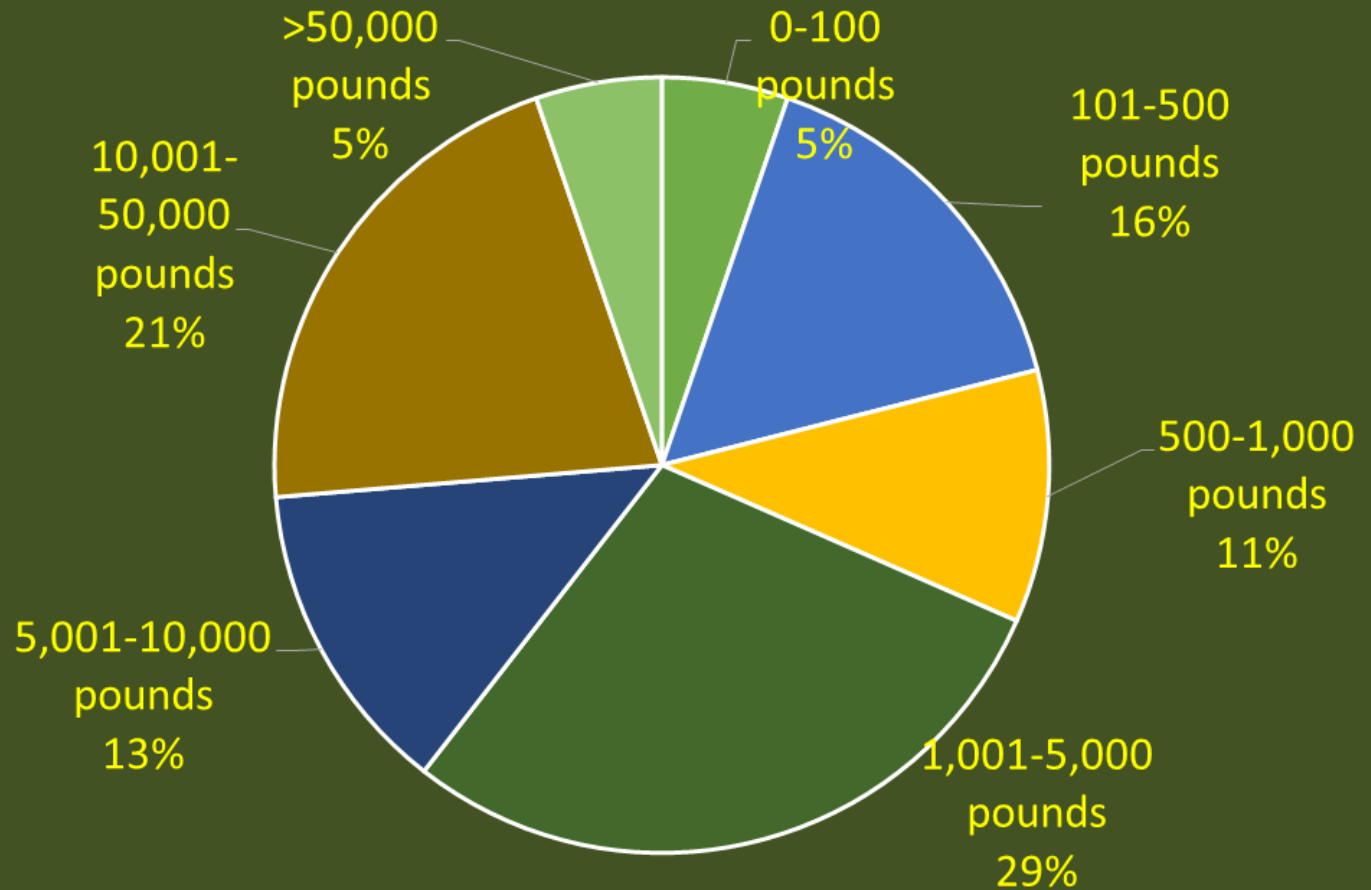
**On average, 12,802 pounds/respondent**



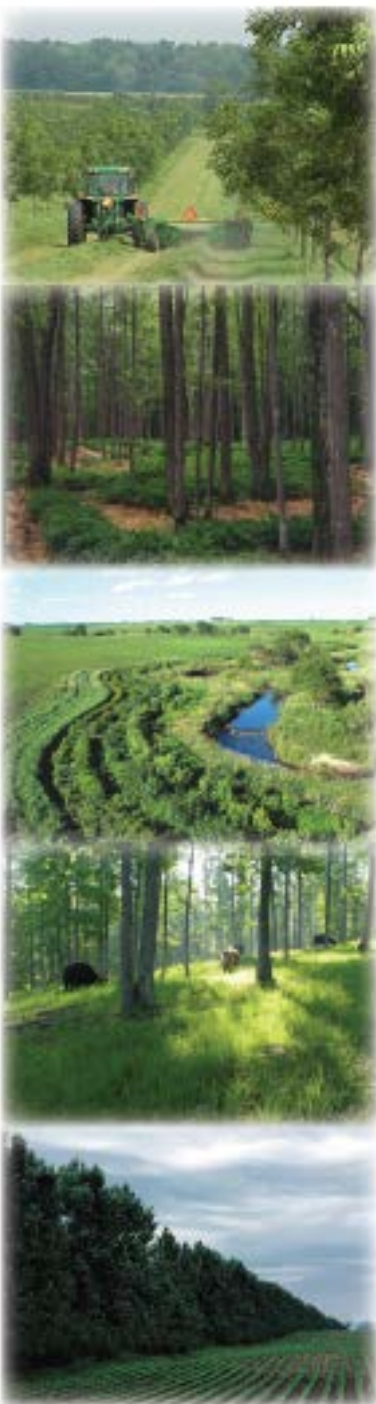
**N=23**

# Compare: 2015 production season

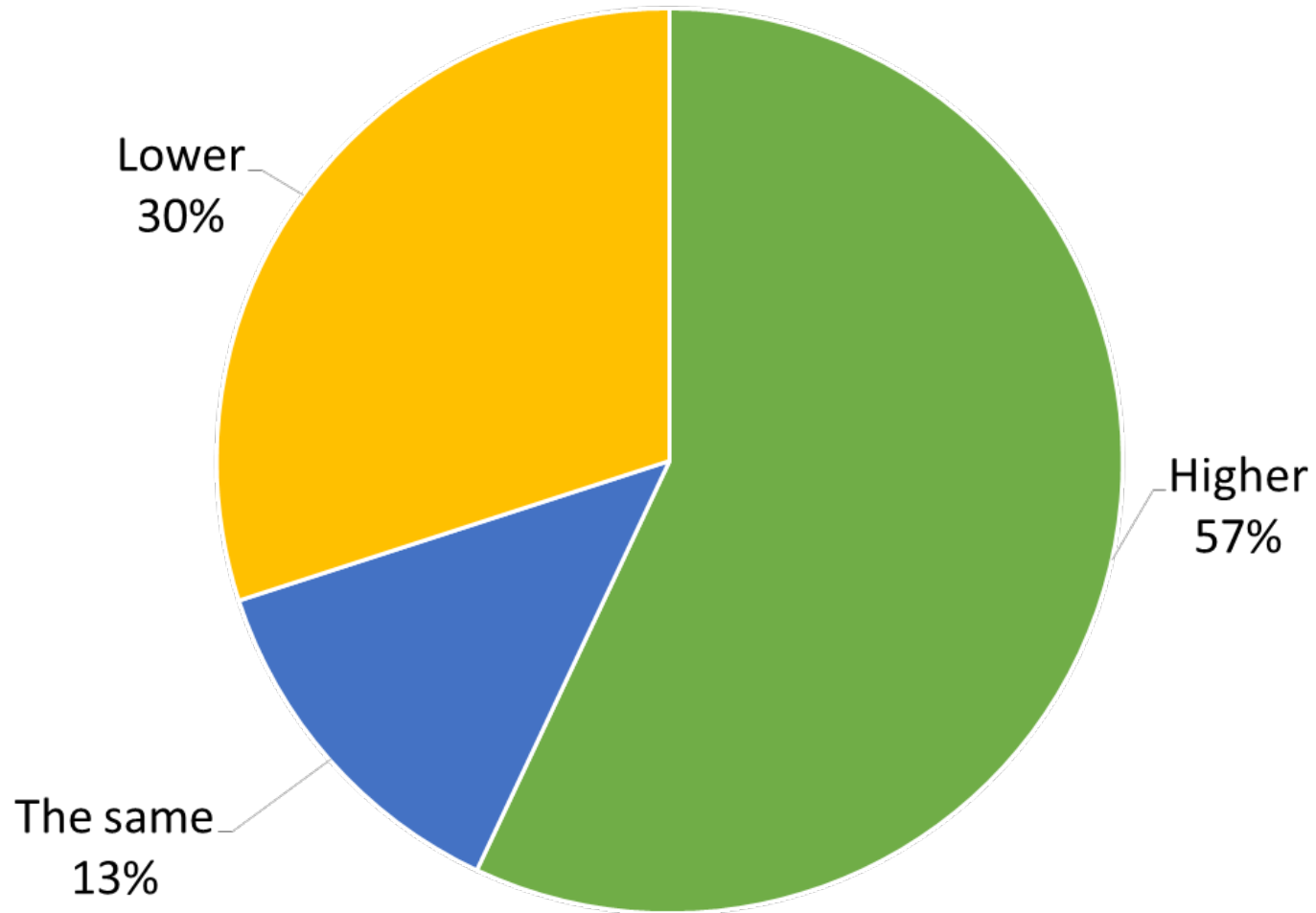
**Total pounds harvested: 477,424\***  
**12,903 pounds/respondent**



**(N=38) \*NOTE: Larger sample size**



# 2016 Yields: Comparison to 2015



N=23

# 2016 Yields: Comparison to 2015

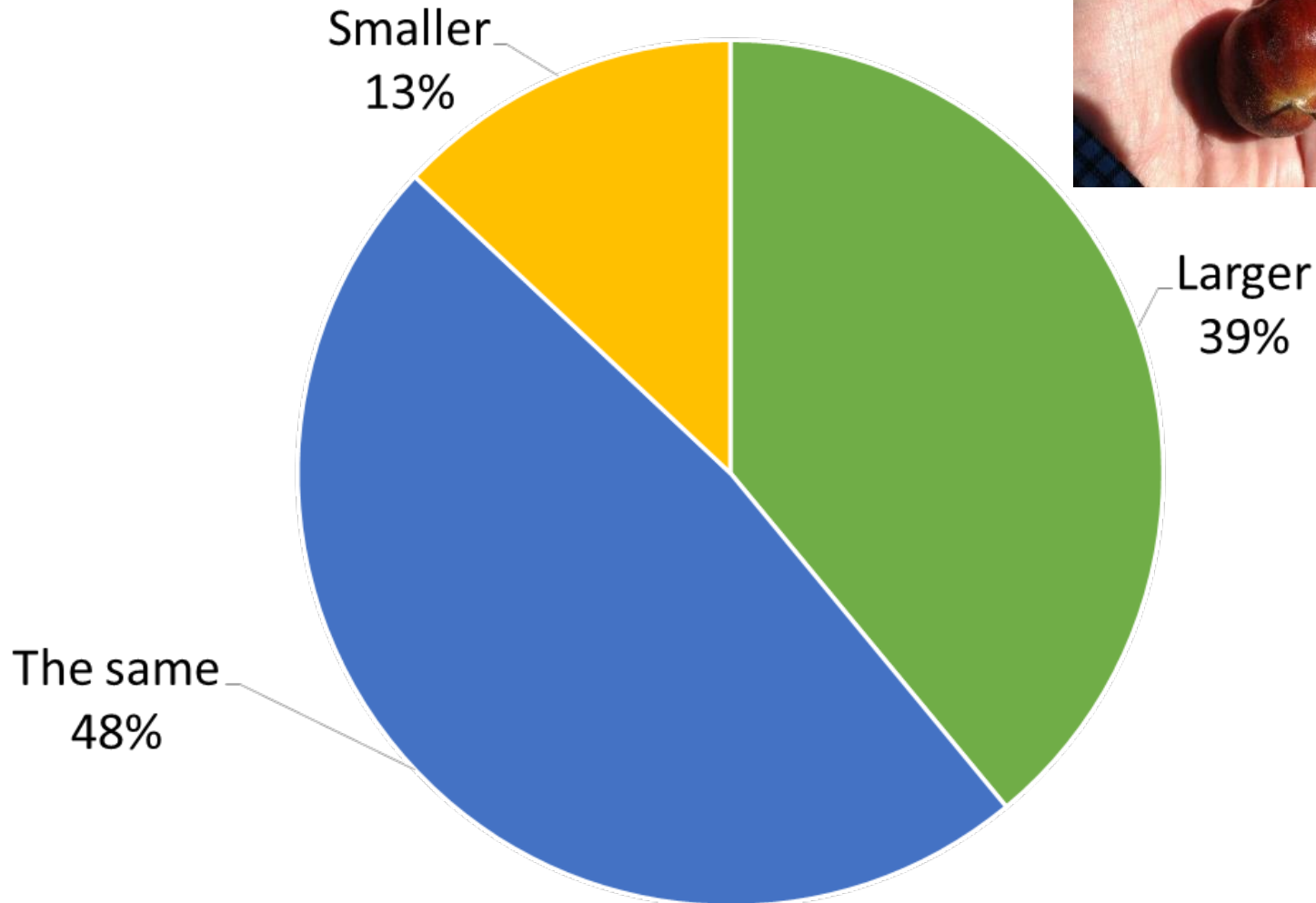
## ***Higher yield***

- *Weather*
- *Higher quality of the nuts, less culls*
- *Trees grew*
- *Trees are maturing and not yet to full production.*
- *Trees coming into maturity.*
- *Fertilizer*

## ***Lower yield***

- *Older trees killed by standing water/ thinning/ smaller yield on younger trees*
- *Bad harvest weather and poor pollination*
- *Extremely wet weather*
- *Crop loss due to Cicadas*
- *Late hard freeze*
- *Periodical cicadas (17 yr) devastated crop: 90% loss in affected orchards*

# 2016 Chestnut Size



N=23

# 2016 Chestnut Size

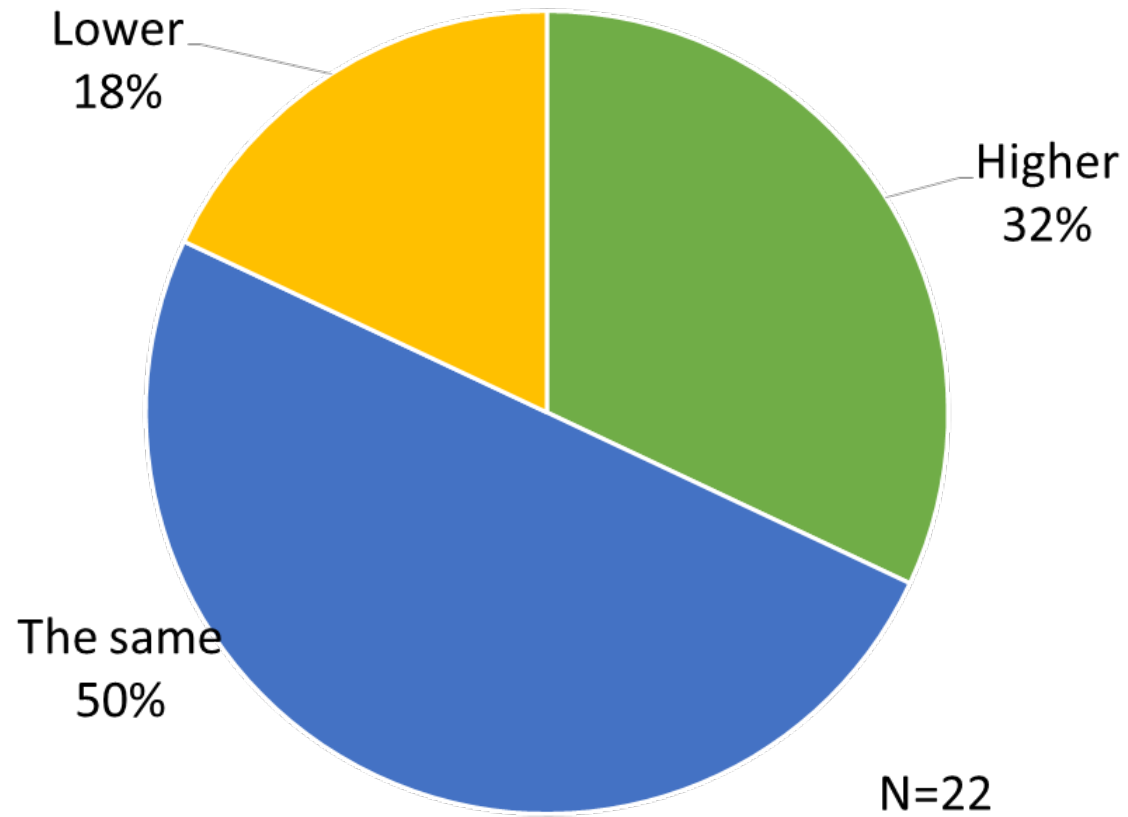
## *Larger size*

- *Lack of pollinizers due to previous freeze*
- *Fewer nuts and heavy rains*
- *Organic fertilizer*
- *Lower yield fewer nuts per tree*
- *Good weather & light crop*
- *Maybe maturity.*
- *Water*
- *Fertilizer and good weather conditions*

## *Smaller size*

- *Hot summer*

# 2016 Chestnut Quality





# 2016 Chestnut Quality

## *Higher quality*

- **Much less blossom end rot** than last year
- Most of them were Jumbos.
- Much more even in size and quality
- Bigger, cleaner and held up better
- Weather

## *Lower quality*

- More fungal spots
- **More blossom end rot** due to small crop and more deer depredation

# Survey participants 2016 - Marketing

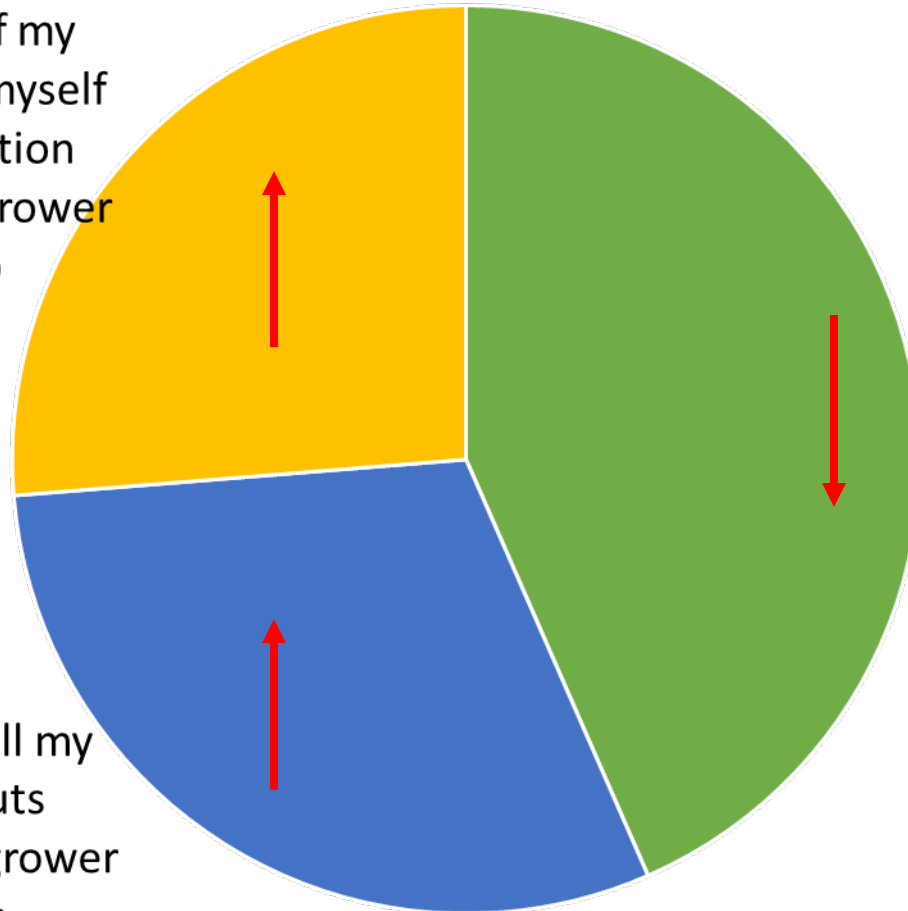
I market a portion of my chestnuts myself and a portion through a grower Co-op  
26%

I market all my chestnuts myself  
44%

I market all my chestnuts through a grower Co-op  
30%

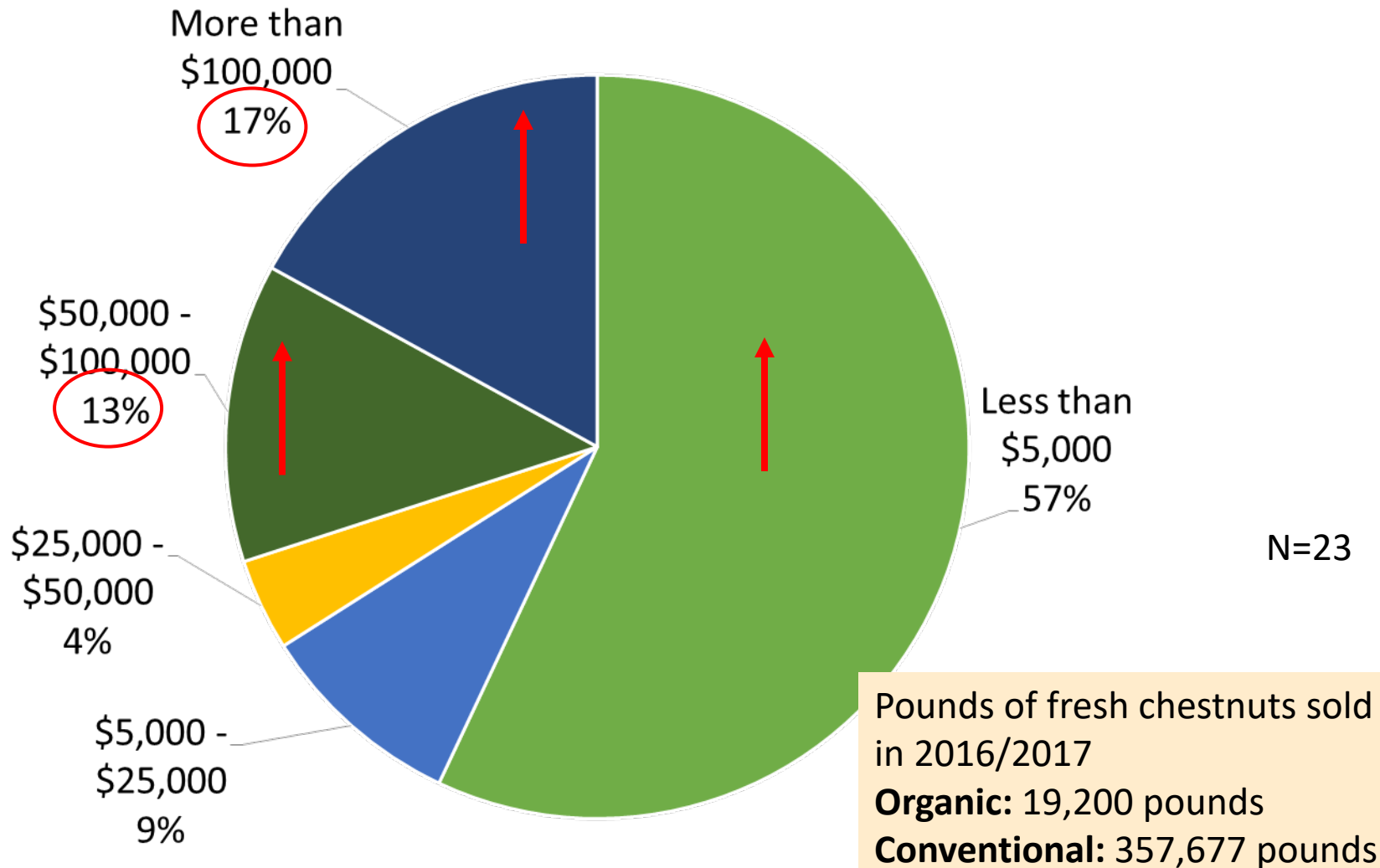
N=23

↑ = notes change from 2015 survey



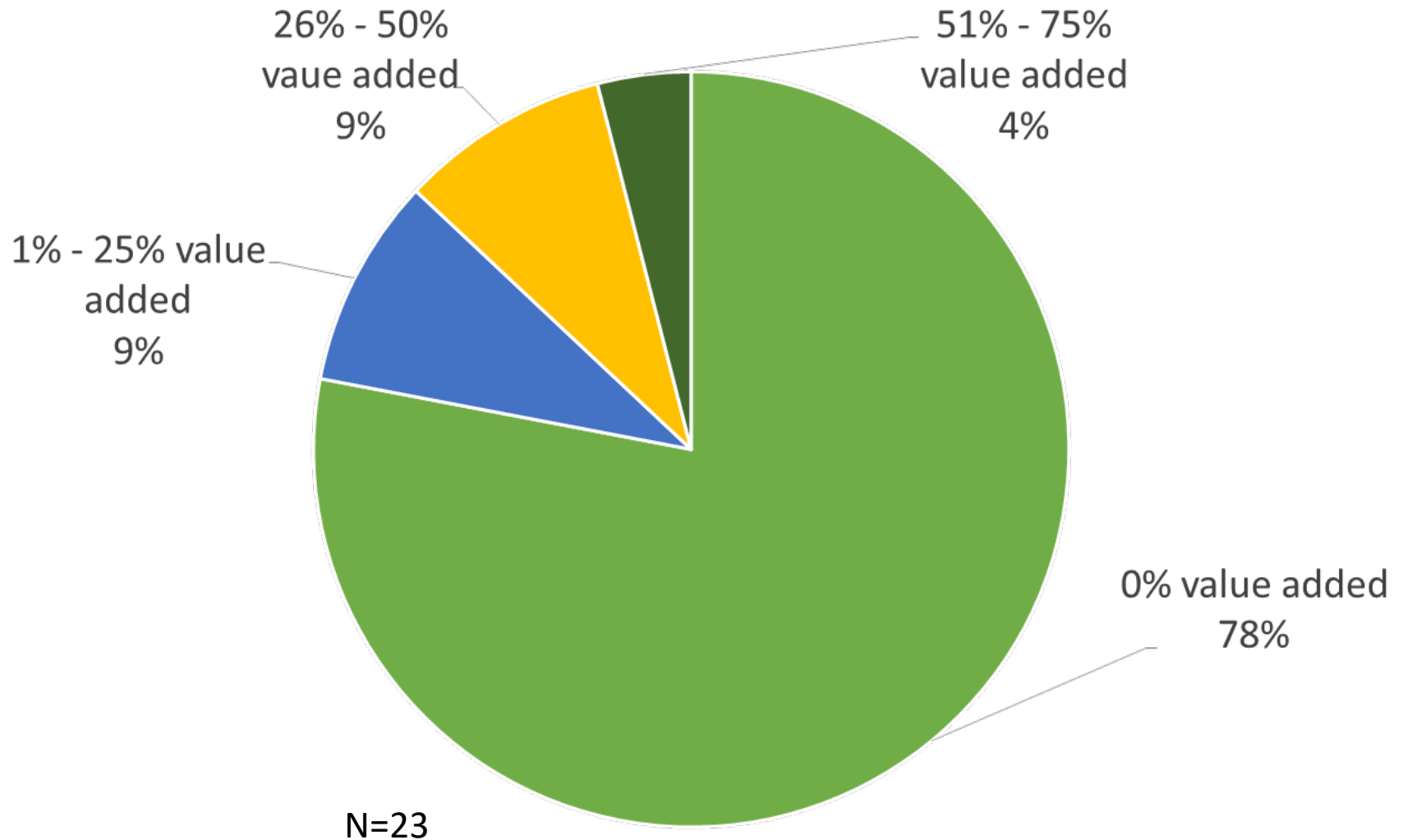
# The 2016/17 marketing season

Approximate annual gross sale figure from chestnuts in 2016  
excluding shipping and delivery



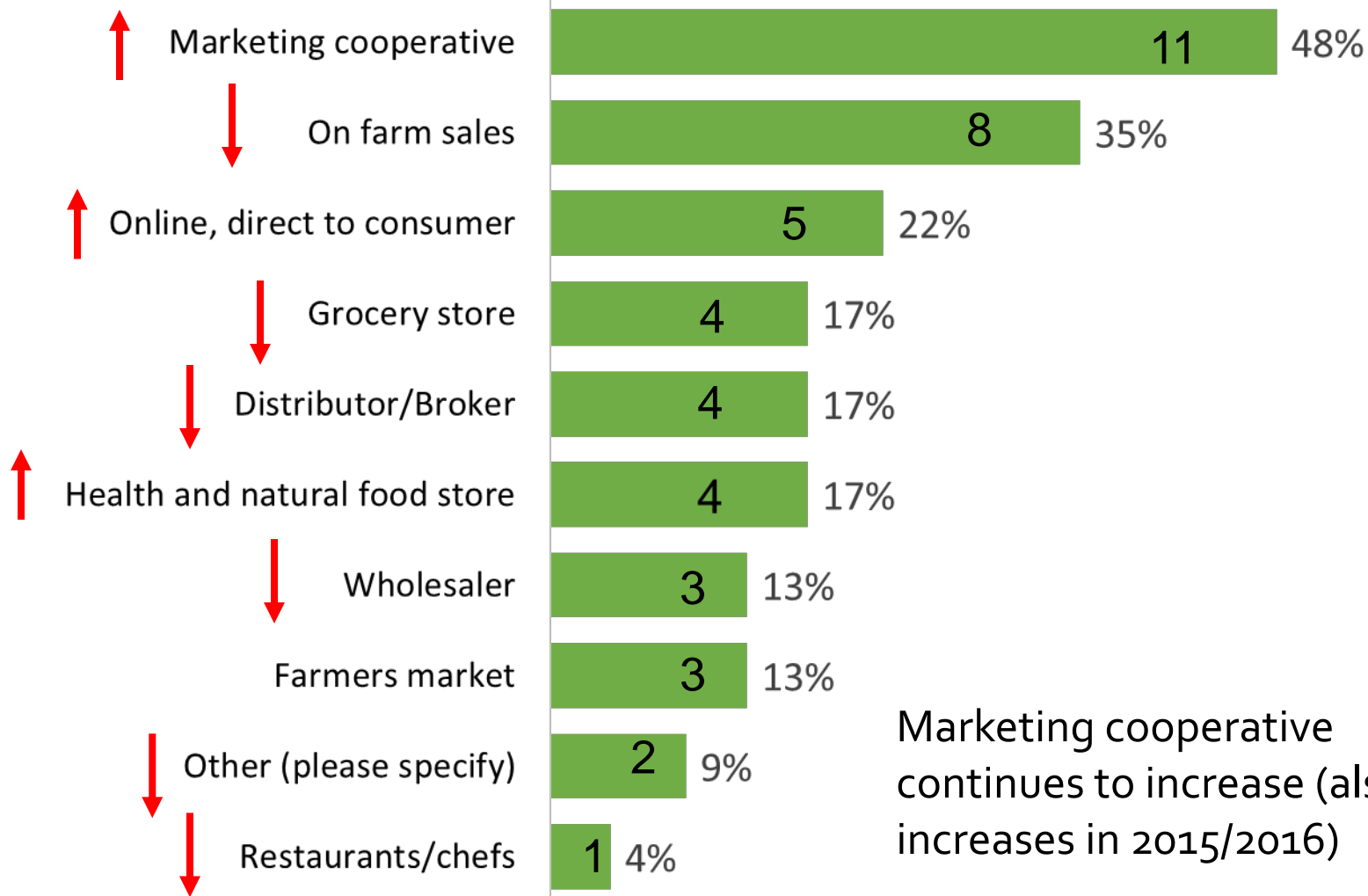
# The 2016/17 marketing season

Percentage of value added in the gross annual sale figure



# The 2016/17 marketing season

## Market outlets



Marketing cooperative continues to increase (also increases in 2015/2016)

# COMPARE: 2012 marketing season



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# The 2016/17 marketing season

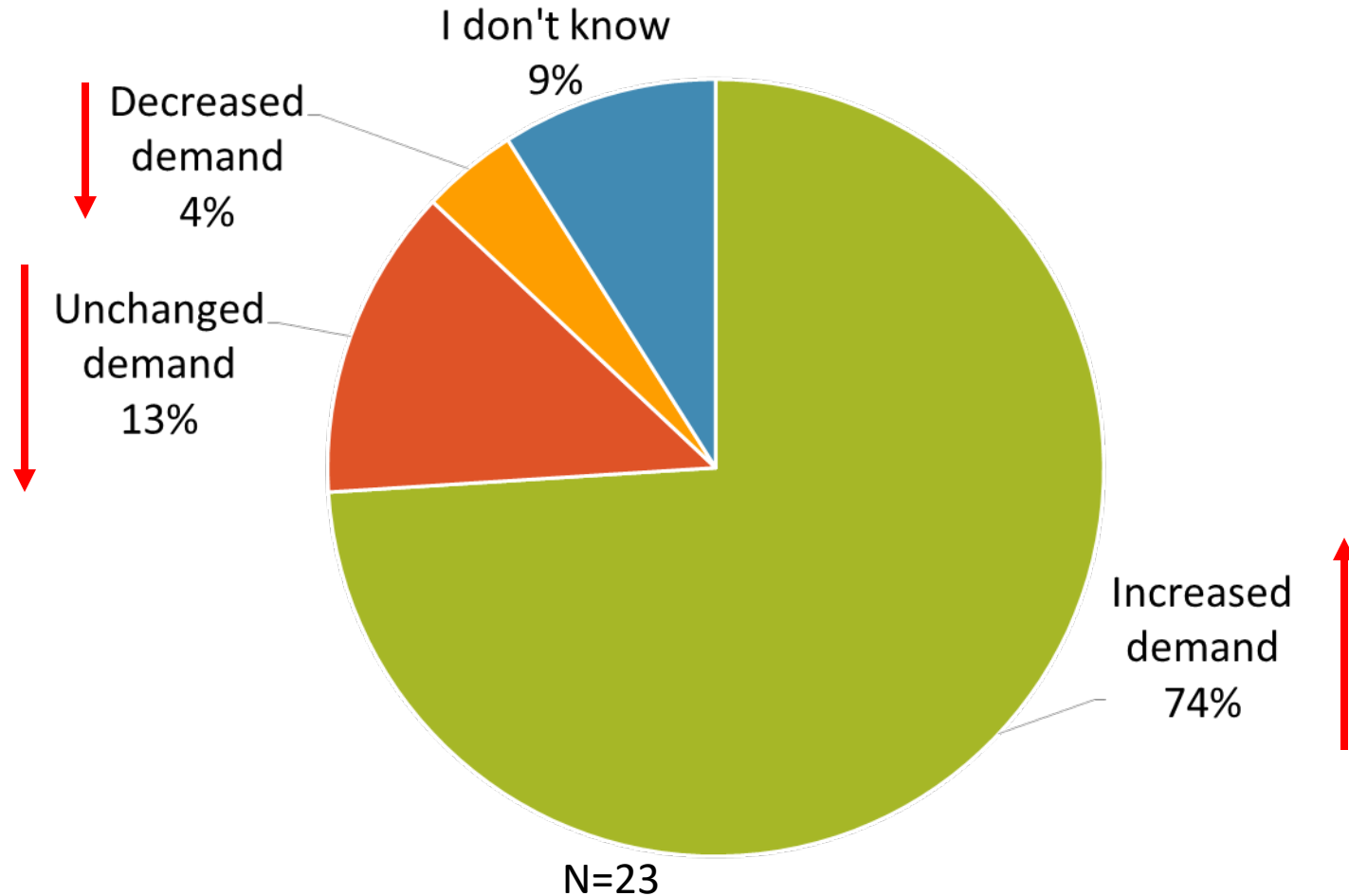
## Prices

Outlet	Price range
Marketing cooperative	\$1.00 - \$3.75
Farmers market	\$5.50-\$7.00
Restaurants/chefs	\$5.50
Distributor/Broker	\$1.00
Health and natural food store	\$4.65
Grocery store	\$1.00
Wholesaler	\$1.82-\$3.81
Online, direct to consumer	\$3.50 - \$8.40
On farm sales	\$2.50-\$8.40

N=33

# The 2016/17 marketing season

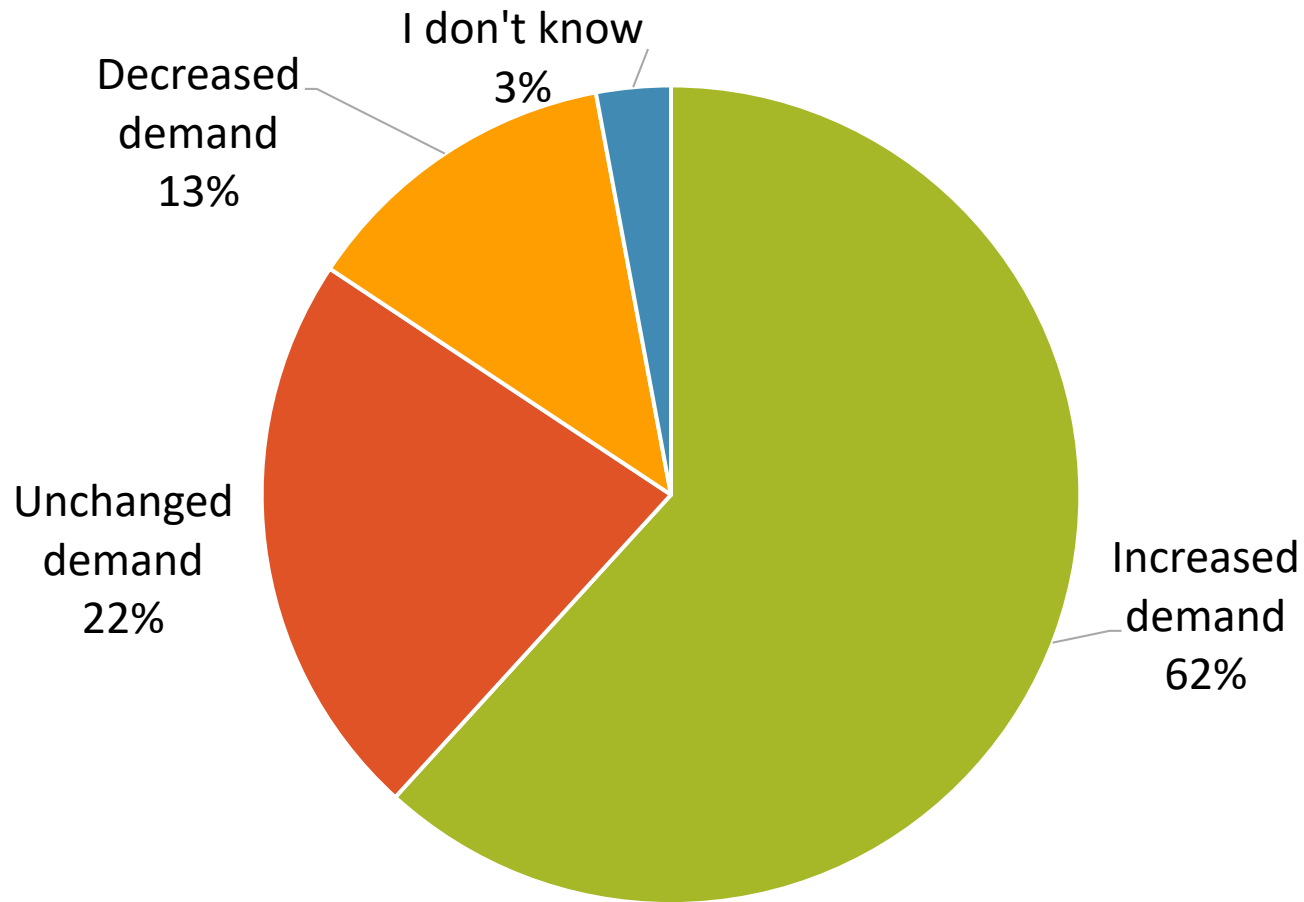
Demand for fresh chestnuts compared to previous year





# COMPARE: 2015/16 marketing season

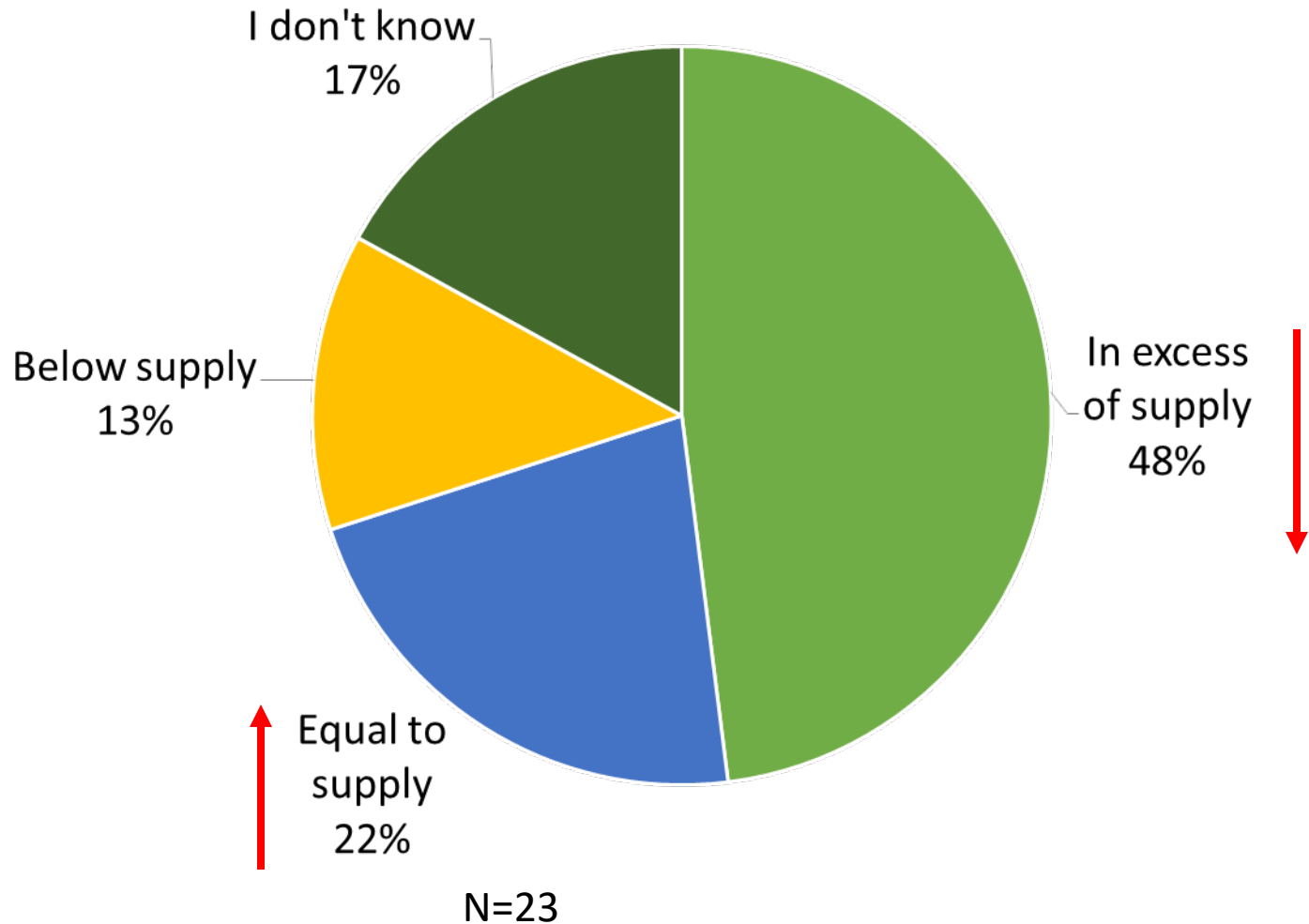
Demand for fresh chestnuts compared to previous year



N=40

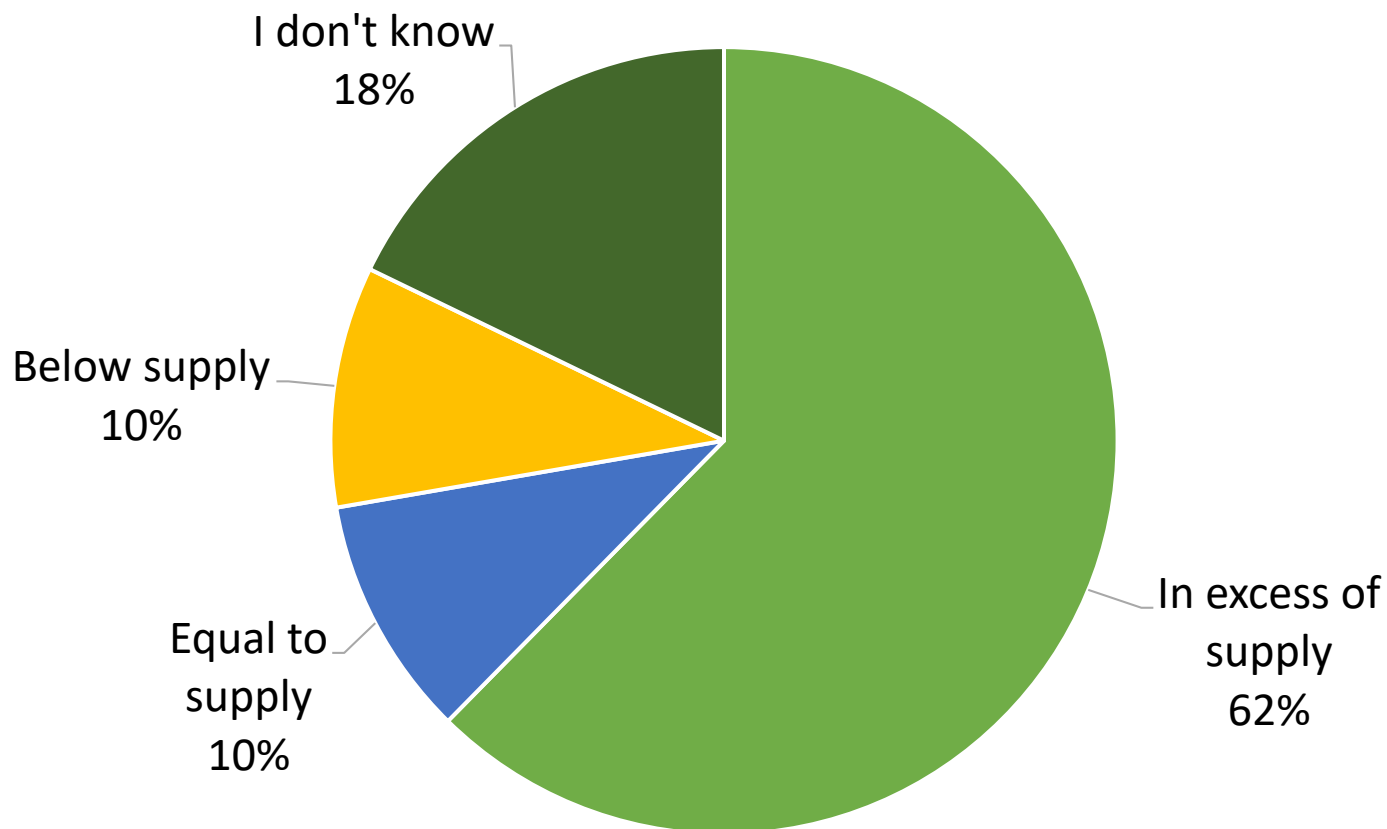
# The 2016/17 marketing season

## Current demand for fresh chestnuts



# COMPARE: 2015/16 marketing season

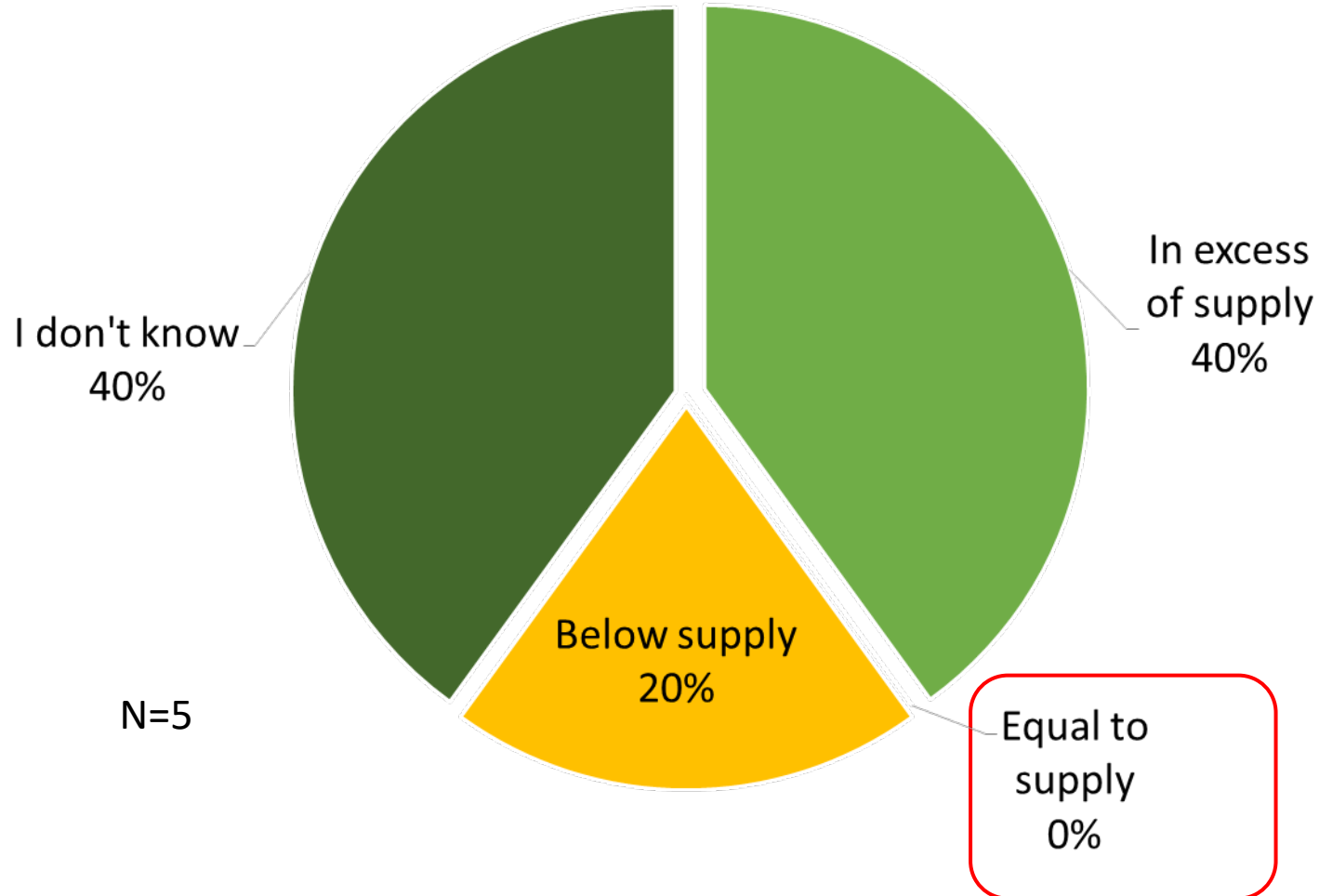
## Current demand for fresh chestnuts



N=40

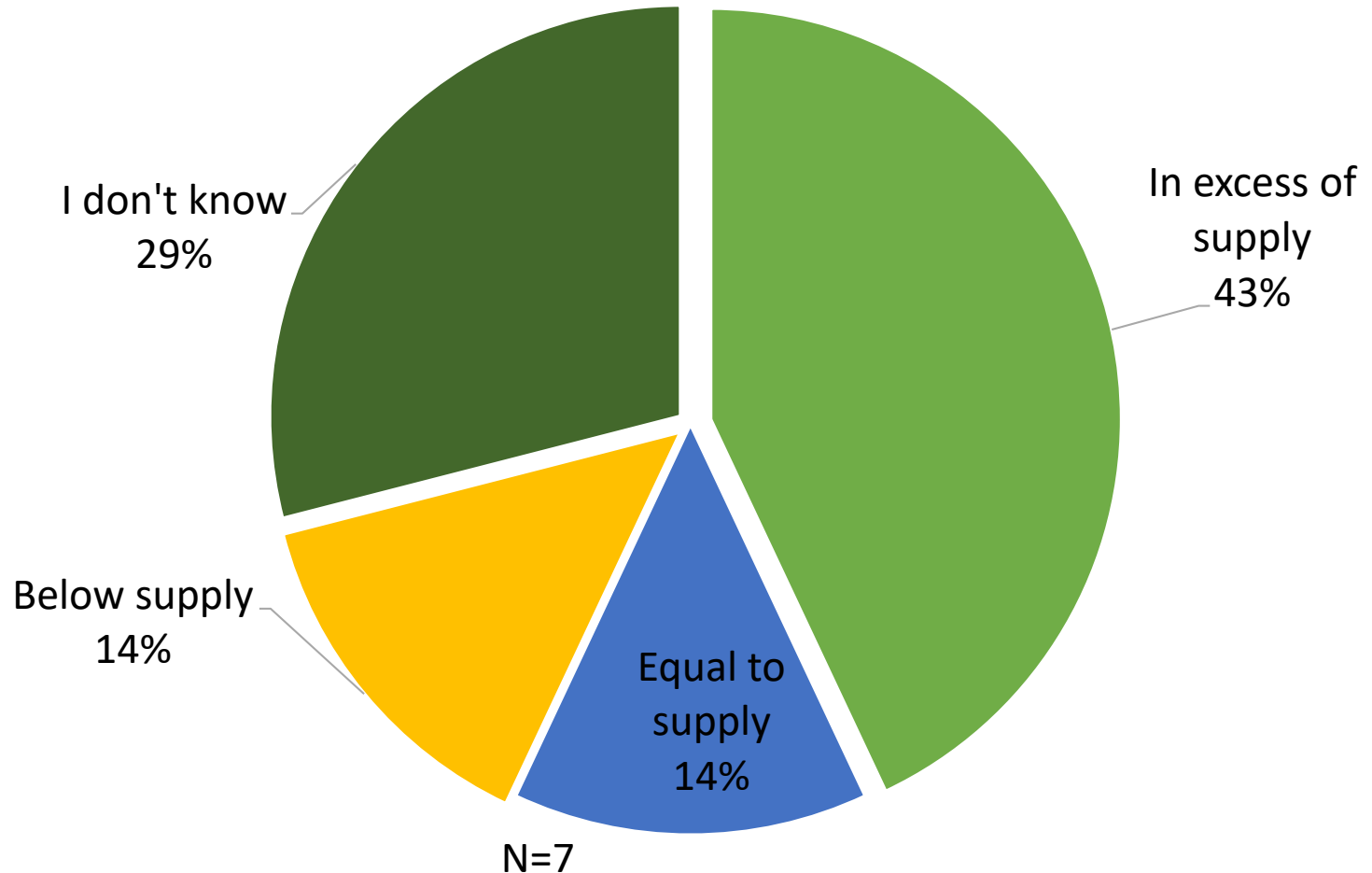
# The 2016/17 marketing season

## Demand for value added products



# COMPARE: 2015/16 marketing season

## Demand for value added products



# Thank You!



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