Beach Plum: Small farm sustainability through crop diversification & value-added products

Presented by:
Cornell University
UMass Extension

Sponsored by:
A grant from the Northeast Region USDA Sustainable Agriculture Research & Education Program (SARE)

For more information on this project you may wish to visit www.beachplum.cornell.edu/ or contact the project manager:
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Field Days

• Do you want to diversify by producing a new fruit crop?
• Would a native fruit be a selling point for your business?
• Are you looking for new ideas to pass along to growers?

Beach plum (Prunus maritima) is a fruiting shrub native to coastal dunes of the Northeastern United States. Since colonial times, people have collected wild fruit to make preserves and jelly. Interest in commercial production is growing. We’ve undertaken 15 small-scale production trials in the Northeast to help increase yields and improve growing practices.

Our goals are to develop an integrated system for a sustainable beach plum industry. This includes fruit production, processing the crop into value-added products, developing niche markets for these products, and educating growers, processors and marketers.

Locations
August 13, 2002 (10:00-12:00 pm)
Coonamessett Farm, 227 Hatchville Rd., East Falmouth, Massachusetts

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September 19, 2002 (details upon request)
Long Island Horticultural Research and Education Center, 3059 Sound Ave, Riverhead, New York

Registration
To receive a registration packet please leave your name, address and phone number with:

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Field Day Agenda

Product samples

Field tour

Fruit quality improvement

Consumer focus group results

Pest management