

Workshop Title:

Sea Buckthorn

Speakers:

Beth Fowler and Clay Bartlett

Executive Summary:

The session covered the Sea Buckthorn farm and a bit about sea buckthorn. Sea buckthorn is a super-fruit berry that has been grown in Canada for the last quarter century. Production and marketing was covered in this workshop.

Main Notes:

Sea Buckthorn Farm Brief Overview:

- Known as a super fruit berry
- Been in Canada for 25 years
- Originated in Himalayas

History:

- Allowed to grow up to 20 acres
- Began due to a family member's diagnosis of diabetes
- Rich history
- Used to treat many medical diseases
- Sea Buckthorn-known by different names around the world
- Big difference between common buckthorn and sea buckthorn

Control Measures:

- Suckers: 25-foot mow zone
- Birds: 6-mile test revealed no spread

- Growers or sellers
- Reclamation Plan: detailed agreement; costly and no known results to follow

Research, charting, and pests:

- Not many problems with pests-minimal damage done
- Soil management: drought resistant, fertilizer, manure/compost, cover crops, and water source development
- Fertilizer recommendations: potassium, cow manure, poultry manure
- Buckwheat and clover can prevent nutrient loss
- Need lots of water to establish them

Plant health:

- Test sites and varieties
- Organic weed controls
- Mulches
- Wildlife retention-deer fencing is surrounding most of the orchard
- Moose may tear down the fence

Harvesting Methods:

- U pick- half is yours, half is the farm's
- Tea leaves
- Harvesters: select-prune-freeze-track-thrash-air clean-track-bag-track-process-track

Production cost:

- Infrastructure
- Freezers

- Labor
- Education and marketing
- Operating costs
- Unknown processes
- Tours
- Demos
- Packaging

Sales and Marketing:

- Costs
- Time challenges
- Multimedia
- Distribution challenges
- Business plan financials-moving targets
- Education
- Open house demos during harvest time
- Charities and special events

They produce wine as one of their top sellers, as well as berries, juice, powder, soap, lip and skin therapy, tastings, demos

Marketing:

- Product development
- Wine/distilling-berry products-eco-tourism-propagation-research
- Plant sales and education
- Industry acceptance in products