Getting Started With

New Crops for New Customers

Dr. Ron Goldy, MSUE
Southwest Michigan Research and Extension Center
What makes a “Specialty” Crop?

It’s different

Many times it’s ethnic

Usually grown in small quantities

Often sold locally
Why grow Specialty Crops?

Many consumers like “different”
Chefs always like “different”
Limited local sources for ethnic crops
Higher price with equal inputs
Lowered competition
Many “Specialty” Crops end up going mainstream.

Always need to adjust
Get to know your market!

- ethnicity
- education
- income
- age
- family size and ages
Talk to your customers

What can’t they get?

What do they have trouble getting?
A. Indian Marrow (Lauki or white gourd)
B. Ribbed gourd (Turia)
C. Bitter melon (Karela, fu quas)
D. Snake beans
E. Indian beans (Papri)
F. Tindori (Galora)
G. Curry leaves
H. Taro leaves
Asian vegetable names

- **WOMBOK**
  Brassica rapa subsp. pakinensis

- **PAK CHOIY**
  Brassica rapa subsp. chinensis (Green stemmed variety)

- **BABY BUK CHOIY**
  Brassica rapa subsp. chinensis (Dwarf variety)

- **BUK CHOIY**
  Brassica rapa subsp. chinensis

- **GAI LAN**
  Brassica oleracea var. albaglastra

- **GAI CHOIY**
  Brassica juncea

- **BABY CHOI SUM**
  Brassica rapa subsp. parachinensis

- **CHOI SUM**
  Brassica rapa subsp. parachinensis

- **KANGKONG**
  Ipomoea aquatica

- **EN CHOIY**
  Amaranthus tricolor

- **TUNG HO**
  Chrysanthemum coronarium

- **CHI QUA**
  Benincasa hispida var. chih-gua

- **SIN QUA**
  Luffa acutangula

- **WHITE RADISH**
  Raphanus sativus

- **SHUI QUA**
  Luffa cylindrica

- **FU QUA**
  Momordica charantia

- **LOTUS ROOT**
  Nelumbo nucifera

- **SNAKE BEAN**
  Vigna unguiculata ssp. Sesquipedalis

- **SENG QUA**
  Benincasa hispida spp.
Angled Luffa
Long Beans
Thai Eggplant
Ginger
Tiny Veggies™ Fresh Origins

Crudité Mix
The Hotter Pepper Picker

- Bell Zero
- Banana Zero
- Poblano 1,000
- Jalapeno 2,500
- Serrano 11,000
- Cayenne 40,000
- Thai 75,000
- Habanero 100,000
- Red Scotch Bonnet 150,000
- Jamaican Red 150,000
- Scotch Bonnet 200,000
- Caribbean Red 445,000
- Scorpion 1,000,000
- Naga Morich 1,000,000
- Naga Jolokia 1,000,000
Brazil
Malaysia
Thailand
Laos
Sweet Potatoes
Ipomoea batatas

Dioscorea batatas
Native to tropical Americas
Moist Flesh: Standard Orange Color

Dry Flesh: White, Yellow or Ivory Flesh

Popular with Caribbean and Asian populations
http://cipotato.org/
CATÁLOGO DE VARIEDADES DE PAPA NATIVA DE HUANCAVELICA- PERÚ
Why be concerned with gourmet potatoes?
Specialty potato market expands
12/04/2008 12:00:00 AM
Ashley Bentley

(Dec. 4) Although the majority of the potatoes grown in the U.S. are russets, specialties and smaller categories remain an important and growing segment of the potato population.

"The specialty market seems to be already growing, but it's such a small percentage of the crop, so a small number of acres ends up being a big percentage," said Kevin Stanger, senior vice president of sales and marketing for Wada Farms Marketing Group, Idaho Falls. Wada Farms markets potatoes and onions.

Ron McCormick, vice president and divisional merchandising manager for produce and floral for Wal-Mart, said some suppliers are having some success selling the different varieties of potatoes for different use occasions. Any growth that exists in the potato category exists in specialties, he said.

"Reds are the current darling of consumers, driven by TV cooking shows and restaurant menus," McCormick said.

New potato varieties are always being tested in Washington, said Matt Harris, director of trade for the Moses Lake-based Washington State Potato Commission.

"In small quantities, one could find purple-skinned, yellow-fleshed potatoes this year, or a multitude of fingerling-type potatoes," Harris said. "Russets, reds, white-type and yellow-flesh are still the predominate potato varieties grown in the state."
PMA
Anaheim, California
Oct. 27-28

Specialty potatoes show growth despite recession

11/04/2010 3:14:19 PM
David Mitchell

Niche items, especially those that are premium-priced, don’t always fare well in a recession. Specialty potatoes, however, haven’t been adversely affected by the economic downturn. “One of the things that I thought would be affected by the economy was the growth of the varieties — reds, yellows and fingerlings,” said Don Odierno, vice president of foodservice for the Idaho Potato Commission, Eagle. “But if anything they’ve held strong, I think they’re expanding.”

The U.S. Potato Board, Denver, said in its second quarter report that premium russets, organics, and red skin and yellow flesh varieties experienced double-digit dollar growth year over year. The recession actually boosted premium potatoes at retail, the board said, because consumers are dining out less often.

Shoppers also took advantage of lower prices by trading up from “mainstream and bargain products” to gourmet items. Retailers responded by increasing the number of premium stock-keeping units by 9%, the report said.

Foodservice, however, gets some of the credit for the growth in specialty items, said Kevin Stanger, senior vice president of sales for Wada Farms Marketing Group LLC, Idaho Falls, Idaho.

“It starts in foodservice,” he said. “Consumers see how something is prepared and how it’s used at a restaurant. It’s like what happened with sweet potatoes. Some restaurant chains are...
Emeril's Pan Roasted Fingerling Potatoes
A Perfect Side Dish for Easter Dinner

From the kitchen of Emeril Lagasse
Post a Comment

Servings: 4-6
Difficulty: Easy
Cook Time: 1-30 min.

Top Chef Emeril Lagasse cooks up some recipes that are a flavorful addition to any springtime menu, and perfect for an Easter dinner.

Here is his recipe for Pan Roasted Herbed Fingerling Potatoes, a great accompaniment to his Seared Petite Lamb Chops.

Ingredients

- 12 fingerling potatoes, scrubbed clean
- Salt and freshly ground black pepper
- 2 tablespoons olive oil
- 1 teaspoon fresh sage, chopped
- 1 teaspoon fresh rosemary, chopped
- 1 teaspoon fresh thyme, chopped

Cooking Directions

[Recipe details and cooking steps]
Buttermilk Potato Soup

Ingredients

- 2 pounds potatoes, such as Gold Rush, Austrian Crescent, All Blue, and Red La Soda
- 1 teaspoon coarse salt, plus more to taste
- 1 tablespoon unsalted butter
- 1 tablespoon olive oil
- 4 small onions, thinly sliced
- 3 cups buttermilk
- Freshly ground pepper
- 1 tablespoon dill, roughly chopped

Directions

1. Place potatoes in a medium saucepan, cover with cold water, and add salt. (If using more than one variety, use a different saucepan for each to accommodate varying cooking times.) Bring to a boil, and reduce to a simmer; cook until fork-tender, 10 to 20 minutes.

2. While potatoes cook, heat butter and oil in a medium skillet over high heat, and add onions. Reduce heat to medium, and sauté until golden brown and slightly caramelized, 10 to 12 minutes.

3. Drain potatoes, and let cool briefly. For a decorative touch, use a paring knife to remove a band of peel from the center section of each potato. Divide potatoes between four soup bowls and pour 3/4 cup buttermilk into each bowl. Top with caramelized onions, season with salt and pepper, and garnish with dill. Serve immediately.
Germany
France
Los Angeles
Onion Consumption up 56% over the past 25 years
Sweet (low pungency/low tears)

Less than 5mmol pyruvic acid

Short Day/Long Day

Short Storage
## Sweet Onion Availability

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Transplants most reliable
Start seed end of February
Transplant late April/early May
Control weeds
Harvest early August
Dry under protection
Sell or store at 34°F
Two Types:

Hard Neck

Soft Neck
<table>
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Green Garlic

Newyork.seriouseats.com
Producing Garlic in Michigan

Ron Goldy, Southwest District Vegetable Agent
Southwest Michigan Research & Extension Center

The culinary uses and recent reported health benefits of garlic (Allium sativum L.) have contributed to an increased interest in garlic by consumers, growers and backyard gardeners. Interest in growing garlic has extended to regions outside typical U.S. production areas, where less is known about cultivar performance and production techniques. This bulletin presents the basics of garlic production for commercial and home gardeners in Michigan.

History
Garlic is a member of the Lily family and the genus Allium. Other members of the genus are onion (A. cepa L.), chive (A. schoenoprasum L.), leek (A. ampeloprasum L.) and several other edible and ornamental species. Elephant garlic is not a type of garlic but a bulbing leek.

Evidence of garlic cultivation can be found as far back as 3200 B.C. in Egypt. It continues to be an important part of Mediterranean, European and Asian diets as a food item, as well as a medicinal plant used to treat a variety of ailments. Recent research indicates that fresh and processed garlic may have some health benefits. Garlic is currently used for its unique flavor as a food ingredient as well as a dietary supplement. A liquid garlic spray has been used as an insect repellent for other crops.

Types
The two basic types of garlic are softneck and hardneck. About 30 days after the bulbing process has begun, hardneck garlic will produce a central "flower" stalk (called a scape, Figure 1), much as onions do, except the garlic stalk is solid instead of hollow. Softneck types do not produce this stiff flower stalk and therefore have a soft neck that is more conducive to making garlic braids. Garlic

Figure 1. "Flower" stalk or scape produced by hardneck garlic.

Available at the MSU Extension office or on-line bookstore
Seed Sources:

Don’t use garlic from the grocery store

May have been treated with sprout inhibitors

Stored at low temperature

garlicseedfoundation.info/
Harvest:

Green garlic    April

Scapes        June

Bulbs          July
Elephant Garlic

Growsonyou.com

Fennelandfern.co.uk
Asian Vegetable Seeds – Evergreen Seeds

Asian Vegetable Varieties – Quick Find

All seed varieties offered on this site are listed below. Please click the variety name for accessing, reviewing the details, and placing your order.

Edible Amaranth (Amaranthus spinosus)
Edible Amaranth, Green Blanched Leaf
Edible Amaranth, Red Stalk Leaf
Edible Amaranth, White Leaf
Edible Amaranth, Tender Leaf
Edible Amaranth, Green Round Leaf
Edible Amaranth, Southern Red

Edible Amaranth, Asia Red
Baby Leaf Greens
Baby Leaf, Golden Stalk
Baby Leaf, Ruby Stalk
Baby Leaf, Golden Fall
Baby Leaf, Salale Purple
Corn Salad
Hybrid Patches Purple
Mizuna Purple

Baby Leaf, Hybrid Spicy Green
Baby Leaf, Common Red
Red Miza
Baby Leaf, Red Teras
Baby Leaf, Hybrid Purple Song
Hybrid Red Oh

Beans
Yardlong Bean (Asparagus Bean, Snake Bean, Chinese Long Bean)
Pak Choi Bean (Red Bean)
Mung Bean
Radicchio Bean
Hysocntrum Bean (Kidney Bean)
Lettuce and Lettuce, Asian
Mizuna Bean
Mizuna
Meserve Spinach
Meserve Spinach, White
Red Oak

Green Bean
Hysocntrum Bean
Hyysocntrum Bean (Kidney Bean)
Hyysocntrum Bean, White Flower
Hyysocntrum Bean, Purple Flower
Hyysocntrum Bean, Asia Purple
Hyysocntrum Bean, Asia White

Yardlong Bean (Asparagus Bean, Snake Bean, Chinese Long Bean)
Yardlong Bean, Black Seed
Yardlong Bean, Red Seed
Yardlong Bean, White Seed
Yardlong Bean, Sweet Ear Long
Yardlong Bean, Sper Plus
Yardlong Bean, Purple Pod
How Do I Know What To Grow?
Talk to your customers/broker

What can’t they get?

What do they have trouble getting?

If they get it, is it poor quality?
Who is your market? (customer)

- ethnicity
- education
- income
- age
- family size and ages
How do I find this out?
Questions???