

# Uncommon Fruit

## Considerations for Commercial Cultivation

During the course of four sessions, horticultural experts and farmers will describe the possibilities and challenges associated with growing these lesser known crops. Specifics include site selection, production systems, pest issues, post-harvest requirements, recommended cultivars, and market considerations.

The first session will focus on understanding crop attributes that make commercialization possible followed by a site selection discussion. After that we will delve directly into the plants which will include:

- ◆ Ribes
- ◆ Elderberry
- ◆ Aronia
- ◆ Hardy Kiwi
- ◆ Hascap
- ◆ Amelanchier
- ◆ Ericaceae
- ◆ Shisandra
- ◆ Sea Buckthorn
- ◆ Paw paw
- ◆ Persimmon
- ◆ Figs

*Additional plants may be added as requested and as speakers knowledge allows.*

There will be downloadable resources provided to accompany all topics and webinars will be recorded and available for registered attendees.

This series of four workshops is \$35/person or farm business. Please do not share the link beyond your farm business. Avid home gardeners are welcome to participate, but please understand that the focus will be commercialization of these crops.

**Please register ahead of time at the following link:**

[bit.ly/UncommonFruit](https://bit.ly/UncommonFruit)

**February 16-19, 2021**  
**11am-1pm EST**

**Session 1 – Tuesday, Feb. 16**

*Steve McKay and Laura McDermott*

- What characteristics are necessary for commercial viability?
- Site Selection
- Ribes (Gooseberries and Currants)

**Session 2 – Weds., Feb. 17**

*Steve McKay*

- Elderberry
- Aronia
- Hardy Kiwi

**Session 3 – Thursday, Feb. 18**

*Roger Ort*

- Sea Buckthorn
- Paw paw
- Persimmon
- Figs

**Session 4 – Friday, Feb. 19**

*Erik Schellenberg and Laura McDermott*

- Hascap (Honeyberry)
- Amelanchier (Juneberry)
- Ericaceae (cranberry and lingonberry)
- Shisandra

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