



Managing Diversity

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2020 Practical Farmers of Iowa Presentation

MAP



ORCHARD PEOPLE



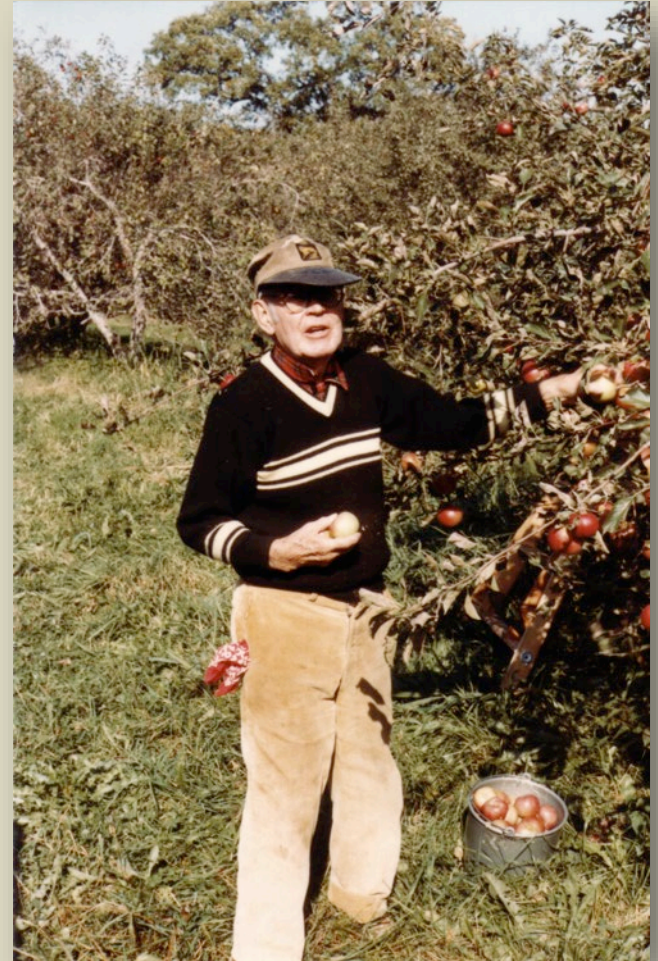
ORCHARD PEOPLE

- UW-Parkside Graduate
- Started at Brightonwoods in 2006
- Orchard Manager and in charge of Cider House
- Case Tractor Hobby & Old Abe's News



ORCHARD HISTORY

- Initial sales all from on the farm (1950-2001) “Hobby Orchard”
- Expansion into multiple cultivars (10 acres)
 - 1980's
 - Added refrigeration
 - Sales building constructed



ORCHARD HISTORY

- Retirement begets new horizons
- (1997-2020)
- Winery (2000-2003) additional 2 acres of trees for the winery and 30+ varieties of apples & pears



ORCHARD HISTORY

- Cider House (2006) with UV light treatment and contract pressing
- Additional 1/2 acre of Honeycrisp



ORCHARD HISTORY

- Additional
3 acres
mixed
variety
higher
density
planting
~600 trees
per acre



ORCHARD HISTORY

- Addition of 1 acre of River Belle and Pazazz



ORCHARD

- Not a Pick-your-own
- All prepicked and sorted
- Not Agri-entertainment focused



ACTIVITIES



WHERE WE SELL

- Retail Focused
- At the Orchard
- Summer / Fall Farmers' Markets
- Winter Farmers' Markets
- Restaurants
- Special Events



ADDITIONAL PRODUCTS

- Honey, jams & jellies
- Pumpkins & Gourds
- Squash & Garlic
- Organic vegetables on Sundays
- Winery Products
- Weekend snacks and lunches



200+ VARIETIES

- Heirlooms
- Standard Varieties
- Hard Cider Varieties
- Modern and Club Varieties

Americus Crab *(July / August)*
Arkansas Black *(October)*
Ashmead's Kernal *(October)*
Baldwin *(October)*
Beacon *(July / August)*
Ben Davis *(October)*
Blenheim *(September)*
Blushing Gold *(October)*
Braeburn *(October)*
Bronze Delicious *(October)*
Calville Blanc d'Hiver *(September)*
Chenango Strawberry *(July–August)*
Chestnut Crab *(July–August)*
Connell Red *(September)*
Cornell Sour *(September)*
Cortland *(September)*
Cox's Orange Pippin *(September)*
Crispin *(October)*
Criterion *(October)*
Davey *(September)*
DS-428 / Badger Beauty *(September)*
Dutchess of Oldenburg *(July–August)*
Early Blaze *(July–August)*
Early Jon *(September)*
Early Wisconsin Red *(July–August)*
Empire *(September)*
Enterprise *(October)*
Fireside *(October)*
Gala *(September)*
Gallia Beauty *(October)*
Ginger Gold *(September)*
Golden Delicious *(October)*
Golden Nugget *(September)*
Golden Russet *(October)*
Graham *(September)*
Granny Smith *(October)*
Gravenstein *(July–August)*
Greendale *(September)*
Grimes Golden *(September)*
Harrelson *(October)*
Honey Crisp *(September)*

Hubardtson Nonesuch *(October)*
Ida Red *(October)*
Jersey Mac *(July–August)*
Jonagold *(October)*
Jonamac *(September)*
Jonathan *(October)*
Keepsake *(September)*
Kidd's Orange *(September)*
Kendall *(September)*
Kickapoo Spice *(July–August)*
King David *(October)*
Lady Apple *(October)*
Lakeland *(September)*
Liberty *(October)*
Lodi *(July–August)*
Lyman's Large Summer *(July–August)*
Macoun *(October)*
Maiden Blush *(September)*
Margil *(September)*
Marilyn's Delight *(September)*
Mc Intosh *(September)*
Melba *(July–August)*
Melrose *(October)*
Milton *(July–August)*
Missouri Pippin *(September)*
Monroe *(October)*
Mutsu *(October)*
New Yorker *(July–August)*
Northern Spy *(October)*
Northstar King *(October)*
Northwestern Greening *(September)*
Orenco *(September)*
Oriole *(July–August)*
Ottawa *(July–August)*
Paula Red *(September)*
Peck's Pleasant *(October)*
Pink Pearl *(September)*
Pound *(September)*
Pound Sweet *(October)*
Prima *(July–August)*
Priscilla *(September)*
Quinte *(July–August)*

Rambo *(September)*
Red Astrashan *(July–August)*
Red Cortland *(September)*
Red Delicious *(October)*
Red Fuji *(October)*
Red Haralson *(October)*
Redmax *(September)*
Red Northern Spy *(October)*
Red Rome *(October)*
Rhode Island Greening *(October)*
Rome Beauty *(October)*
Roxbury Russet *(October)*
Smokehouse *(September)*
Snow *(September)*
Spartan *(September)*
Spigold *(October)*
Spitzenburg *(October)*
Spurmac *(September)*
St. Edmund's Pippin *(September)*
St. Lawrence *(September)*
Supergold *(October)*
Sweet Bough *(July–August)*
Swiss Gourmet (Arlet) *(September)*
Tolman Sweet *(September)*
Wayne *(September)*
Wealthy *(September)*
Wellington *(July–August)*
William's Pride *(September)*
Winter Banana *(October)*
Wolf River *(October)*
Yellow Bellflower *(October)*
Yellow Delicious *(October)*
Yellow Transparent *(July–August)*
York Imperial *(October)*
Winesap *(October)*
Zestar *(July–August)*

HEIRLOOMS

- Each apple has a following
- Great History
- More nuances & attention to grow



STANDARD VARIETIES

- Staples of the Orchard
- What customers expect
- Bulk quantities

Honeycrisp

McIntosh

Cortland

Melrose

Gala

Empire

Priscilla

Zestar

Milton

HARD CIDER VARIETIES

- Not for Eating
- Generally not grower Friendly
- Do have some business advantages



NEW & CLUB VARIETIES

- Easier to Market & Sell
- Generally a really good apple
- All about the \$\$\$\$



SPECIALTY CROPS

- Quince
- Pears



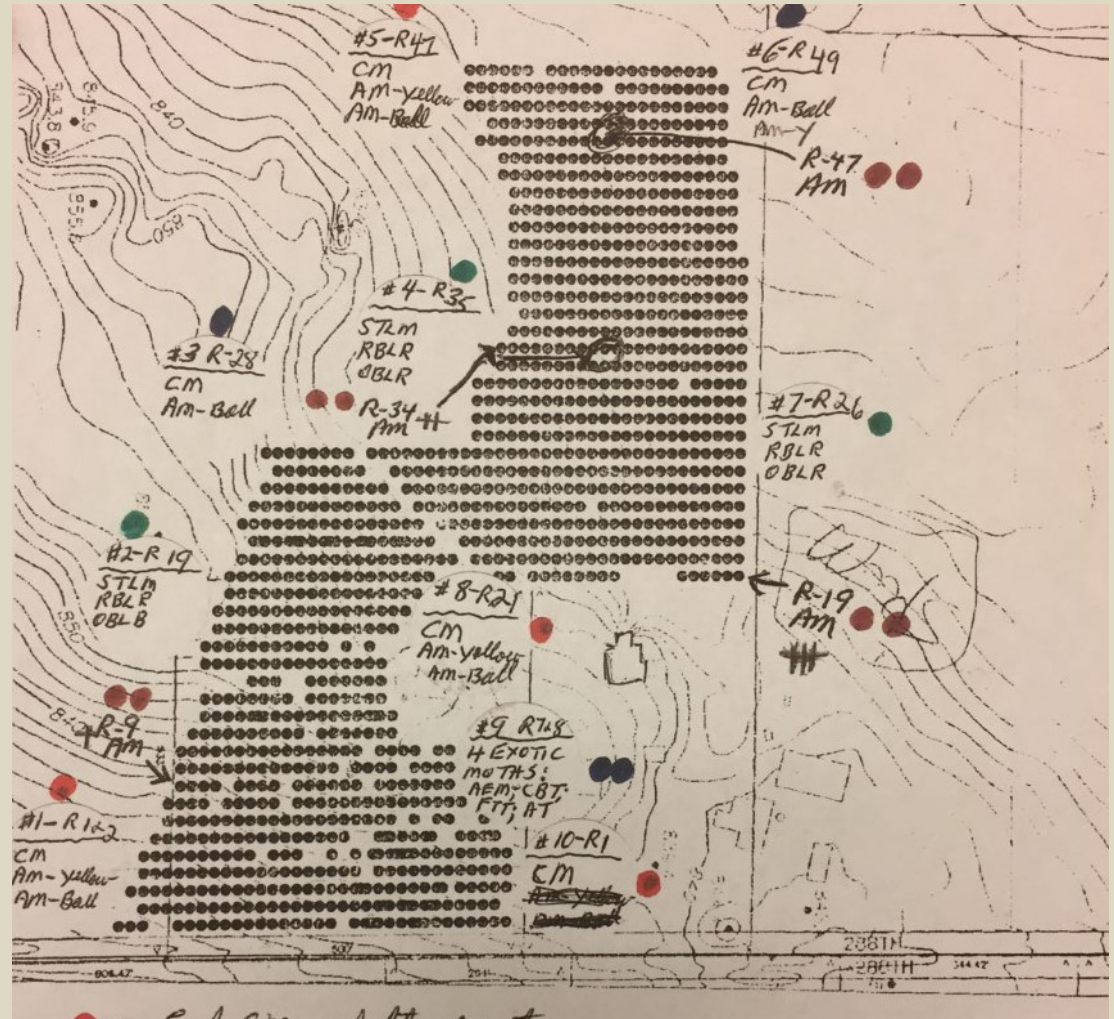
GRAFTING

- Varieties that aren't commercially available
- Heirloom
- Local trees



ORCHARD LAYOUT

- How not to plant 200 different varieties
- Higher density doesn't always make it easier



ORCHARD LAYOUT

- How to keep track of 200+ varieties

85	3	13	Apple	McIntosh
86	3	14	Apple	McIntosh
87	3	15	Apple	Northern Spy
88	3	16		
89	3	17	Apple	White Pearmain
90	3	18	Apple	Rome Beauty
91	3	19	Crabapple	Americus
92	3	20	Apple	McIntosh
93	3	21	Apple	Red Delicious
94	3	21.5		
95	3	22		
96	3	23		
97	3	24	Pear	Bierschmidt
98	3	25		
99	3	26	Pear	Jung Hardy
100	3	27	Apple	Red Haralson
101	3	28	Apple	Red Haralson
102	3	28.5	Cherry	Montmorency Tart
103	3	29		
104	3	30	Apple	Red Fuji
105	3	31	Apple	Red Fuji
106	3	32	Apple	Keepsake
107	3	33	Apple	Tolman Sweet
108	3	34	Apple	Jonee
109	4	3	Apple	Honey Crisp
110	4	4	Apple	Fall Russet
111	4	5	Apple	Honey Crisp
112	4	6		
113	4	7	Apple	M-7 Rootstock
114	4	8	Apple	Jonathan
115	4	9	Apple	Kendall
116	4	10	Apple	Jonathan
117	4	11	Apple	Kendall
118	4	12	Apple	Duchess of Oldenburg
119	4	13	Apple	Northern Spy
120	4	14	Apple	Golden Russet
121	4	15	Apple	Cornell Sour
122	4	16	Apple	Red Astrachan
123	4	17	Apple	Cornell Sweet

SPRAYING

- Integrated Pest Management Practices, (IPM)
- Cover Sprays for everything



SPRAYING

- Challenge with different ripening times
- Be aware of different Pre-Harvest Intervals, (PHI's)



THINNING

- Multiple trips for difficult varieties
- Be prepared to hand thin
- Alternate Year Bearing- It happens



PICKING

- Memorizing ripening times and tree locations
- Coordinating picking is a challenge and requires a lot of boxes



TRANSPORT

- Not uncommon to have multiple varieties on one pallet
- Lots of driving to pick up



KEEPING TRACK

- The Brighton-woods signature is a paper plate



SORTING

- Dry Polished on the machine
- Hand sorted for larger fragile apples



LESS THAN PERFECT

- Seconds are mixed varieties
- Cider apples are small or blemished, but not rotten



STORAGE

- Lots of cooler space required
- 4 on site coolers



SALES DISPLAY



SALES AREA



WHAT SELLS



CIDER OPERATION

- Developed cider as a specialty product (2006)
 - Purchased Cider-sure UV equipment
 - Expanded into custom pressing
 - Began freezing for year-round sales
- Orchard turned a profit for the first time in 2006



CIDER HOUSE- PREP AREA



CIDER HOUSE- PRESS ROOM

- Double-sided Rack and Cloth hydraulic press
- Nylon press cloth



CIDER HOUSE- PRESS ROOM



CIDER HOUSE



CIDER HOUSE- UV



CIDER HOUSE- STACK PRESSING



CIDER HOUSE- BOTTLING



CIDER HOUSE- AWARD



AEPPELTREOW WINERY



WINERY SALES AREA



DISTILLERY



FERMENTATION ROOM



WINERY PRODUCTS



Thank You!

