How to use your weather-kissed and pest-kissed fruit

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Issue

• Growing fruit organically, especially in the Midwest and south, leads to lots of cosmetic problems
• Still excellent fruit, how can you rescue it?
• Unsold fruit that was picked at peak ripeness, can’t be held
Issue

- Preserve or transform to saleable form
Fruits discussed

• Peaches
• Apples
• Pears
• Berries
• Currents
Benefits

- Pick at prime flavor and texture
- Extend sales season
- Diversify products
- Increase profit margin (possibly)
- Access more customers
Problems

• Disease: surface
Fly speck fungus
West Virginia University, Kearneysville
Apple Scab
Peach Scab
West Virginia University, Kearneysville
Apple Black Rot
West Virginia University, Kearneysville
Cedar Apple Rust
West Virginia University, Kearneysville

photo 2-12 - K. S. Yoder
Redbanded leafroller
West Virginia University, Kearneysville
Powdery Mildew
West Virginia University, Kearneysville
Problems

• Insect: deep
Quince rust
West Virginia University, Kearneysville
Quince rust
West Virginia University, Kearneysville

photo 2-28 - K. D. Hickey
Brown Rot
West Virginia University, Kearneysville
Rhizopus Fruit Rot
West Virginia University, Kearneysville
Apple maggot
West Virginia University, Kearneysville
Plum cucurlio
West Virginia University, Kearneysville
Tarnished Plant Bug
West Virginia University, Kearneysville
Two spotted spider mite
West Virginia University, Kearneysville
Coddling moth
West Virginia University, Kearneysville
Tarnished plant bug or stink bug
West Virginia University, Kearneysville
San Jose scale
West Virginia University, Kearneysville
Western Flower Thrip
West Virginia University, Kearneysville
Oriental fruit moth
West Virginia University, Kearneysville
Pear psylla (w/ sooty mold)
West Virginia University, Kearneysville
Apple bitter rot
West Virginia University, Kearneysville
Weather-related

- Impact - Hail
- Abrasion – branch rubbing
Hail damage
West Virginia University, Kearneysville
Weather

• Hail damage
• Too ripe too fast
• Wind/branch rub
Specialty

- Fruit leathers
Ice cream and gelato
Sorbetto and ices

- Smooth icy concoction
- Machine if available
- Stabilizer – increase smoothness
Regulatory requirements

• Commercial kitchen: sell retail locally
  – Restaurants, etc.
  – Community kitchens
• State certification: sell wholesale and retail
  – Contact Illinois Department of Public Health
• Schedule pre-meeting with inspector on site
• Construction and equipment following their recommendations
• Visit any other sites that are doing similar things
• Set up food safety protocol
• Asdf
Regulatory requirements

- May need food handler license
  - County exam/public health department
- Need to be checked out for processes
  - Canning
    - Sugar syrup:
    - Natural acidity: tomatoes. Check pH
    - Neither acid nor sugary: pressure cooking, new category
  - Pickling
    - High acid, vinegar

- Ads
- Asdf
Marketing

• Retail
  – Highest margins, most work
  – Farmers Markets – winter especially, early spring

• Wholesale
  – Local private stores
  – Some regional supermarkets

• asdf
Preparation

• Cut out areas of rot or infection
  – Cut at least a half inch more than problem area – flavor may leak beyond visibly affected zone

• Wash in water

• Rinse

• Discard anything that may not taste perfectly
http://www.caf.wvu.edu/kearneysville/wvufarm1.html

• Excellent site for photos

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