

ACTION IN AGROFORESTRY

Monthly newsletter of The Center for Agroforestry at the University of Missouri (UMCA)

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HARC holds annual field day in New Franklin, Mo.

The Horticulture and Agroforestry Research Center held its annual field day on June 30 to showcase ongoing research including chestnut and walnut production, biomass, pest management and alley cropping. Attendees had the opportunity to visit several locations around the farm, where speakers gave presentations on a wide variety of horticulture and agroforestry topics. University of Missouri faculty and staff who presented at the field day included:

- Andy Allen: Grapes
- Parker Fadler: Chestnuts
- Mark Coggeshall: Walnuts
- Jimmy Houx and John Dwyer: Biomass
- Bruce Barrett: Apple entomology
- Bill Reid: Pecans
- Michele Warmund: Fruit and nut tree pests
- Ranjith Udawatta: Water quality
- Jerry Van Sambeek: Shade tolerance & tree-grass interaction
- Sougata Bardhan: Flood tolerance of biomass species
- Dusty Walter: Silvopasture
- Chris Starbuck: Pine straw
- Ray Glendening and Matt Kramer: Alley cropping



Field day attendees listen to Andy Allen's presentation on grape production

In addition to touring the HARC farm, guests also enjoyed visiting the historic Hickman House, which was built in 1819 and is one of Missouri's oldest brick structures. In 2007, HARC began restoration on the house, a project that was completed in 2009.



Dusty Walter discusses the benefits of silvopasture



Ranjith Udawatta gives a presentation on water quality



To view more photos from the HARC Field Day and get other UMCA updates, visit us on Facebook at facebook.com/centerforagroforestry/!

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Kudos

The following grants were recently awarded to Center for Agroforestry, University of Missouri and USDA ARS scientists:

Susan Wang, Felix Fritschi, Ranjith Udawatta and Claire Baffaut. Perennial biomass crop establishment and environmental impacts in the Midwestern United States. \$499,000. National Institute of Food and Agriculture.

Ranjith Udawatta, Shibu Jose, Clark Gantzer, Robert Kremer, Timothy Reinbott and Jeremia Markway. Sustainable agriculture to improve soil health, environmental quality, and farm productivity: Cover crop conservation practices. \$50,000. Missouri Conservation Innovation Grants.

Outreach

The Associated Press wrote a July story on the UMCA-sponsored elderberry workshop held this summer in Hartsburg. The following article was widely circulated around the U.S.:

HARTSBURG, Mo. – Missouri farmer Terry Durham is among those willing to bet the next hot food crop will be a berry now more commonly found in roadside ditches than supermarket shelves.

Folk healers have long used elderberries to concoct herbal remedies, but the federal government is now investing millions of dollars in studying their potential medicinal benefits.

At the same time, the berries are enjoying increased popularity among gourmands ready to pay top dollar for locally grown produce.

Those factors have created interest among farmers and potential farmers. More than 150 individuals from Missouri and seven other states gathered last month for a workshop organized by Durham and sponsored by the University of Missouri's Center for Agroforestry through an ongoing grant from NCR-SARE.

The full story can be accessed online at <http://www.journalgazette.net/article/20120702/BIZ/307029988/-1/BIZ09>.

COMING SOON...

July 24-26 Great Plains Windbreak Renovation and Innovation Conference
International Peace Garden (IPG)
<http://nac.unl.edu/renovation.htm>

Aug. 30-Sept. 2 North American Chestnut Farm Workshop and CGA Annual Meeting
Jackson, Michigan
<http://www.wcga.net/annmtg.htm>

Research

The article "Using the Porter model to analyze the U.S. elderberry industry" by Mihaela Cernusca, Michael Gold and Larry Godsey was recently published online in the Agroforestry Systems journal.

Abstract: Elderberry, a perennial shrub native to North America with a variety of uses and benefits, is neither well known nor widely utilized as a specialty crop in the US. Up-to-date information is lacking with regard to the elderberry market or market potential. This research identifies the market participants along the value chain, the current status of the industry, direction, future trends, and elderberry market limitations as well as risks and potential opportunities for elderberry producers and processors. A combination of quantitative (mail survey) and qualitative (phone interview) methods have been used. The theoretical model used for the survey and interview development and analysis is based on the Porter Five Forces Model (PFFM) which describes the competitive forces that coordinate and control the market. The PFFM has been used previously to shed light on the chestnut and shiitake mushroom specialty crop markets. Seventy-four mail survey responses and 20 follow-up phone interviews provided information on the market participants, challenges, opportunities and competitive forces in the elderberry industry. Results show a nascent industry with mostly small scale participants poised for growth. Demand trends are favorable and prices are good across the value chain. Challenges include a limited domestic supply of fruit, few regionally adapted varieties suitable for commercial production, and high labor costs. Additionally, the absence of existing mechanical harvesting equipment limits future production potential and industry growth. Respondents identified low levels of competition within the industry at the present time. Based on identified market size and demand, opportunities exist to increase the domestic elderberry industry across the value chain.

The full report on elderberry market research can be found online at <http://www.centerforagroforestry.org/profit/elderberrymarketreport.pdf>.



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