

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

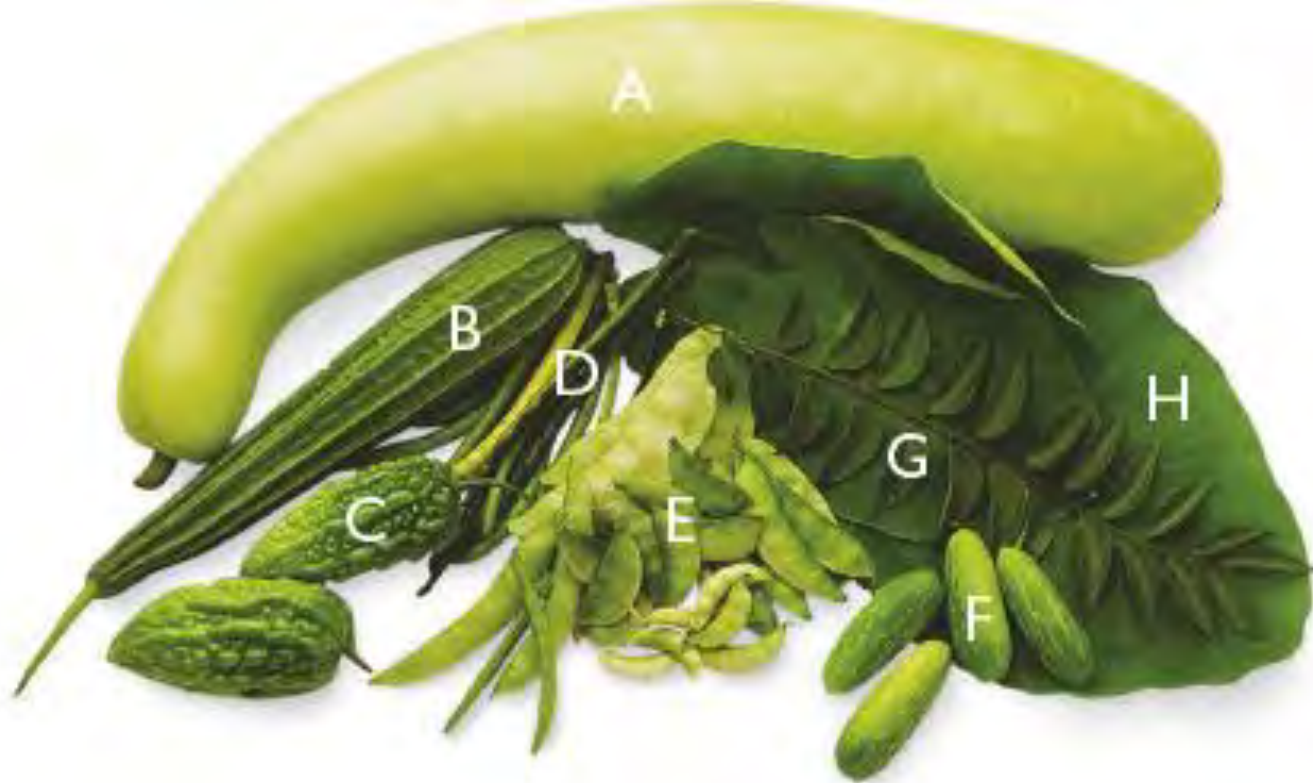
family size and ages

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 CHOY**  
*Brassica rapa subsp. chinensis*  
(Green stemmed variety)



**BABY BUK CHOY**  
*Brassica rapa subsp. chinensis*  
(dwarf variety)



**BUK CHOY**  
*Brassica rapa subsp. chinensis*



**GAI LAN**  
*Brassica oleracea var. alboglabra*



**GAI CHOY**  
*Brassica juncea*



**BABY CHOY SUM**  
*Brassica rapa subsp. parachinensis*



**CHOY SUM**  
*Brassica rapa subsp. parachinensis*



**KANGKONG**  
*Ipomoea aquatica*



**EN CHOY**  
*Amaranthus tricolor*



**TUNG HO**  
*Chrysanthemum coronarium*



**CHI QUA**  
*Boninca hispida var. chieh-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**  
*Boninca hispida spp.*



Angled Luffa  
Long Beans  
Thai Eggplant  
Ginger



<http://www.evergreenseeds.com/index.html>



















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Banana

Anaheim

Poblano

Green Bell

Korean

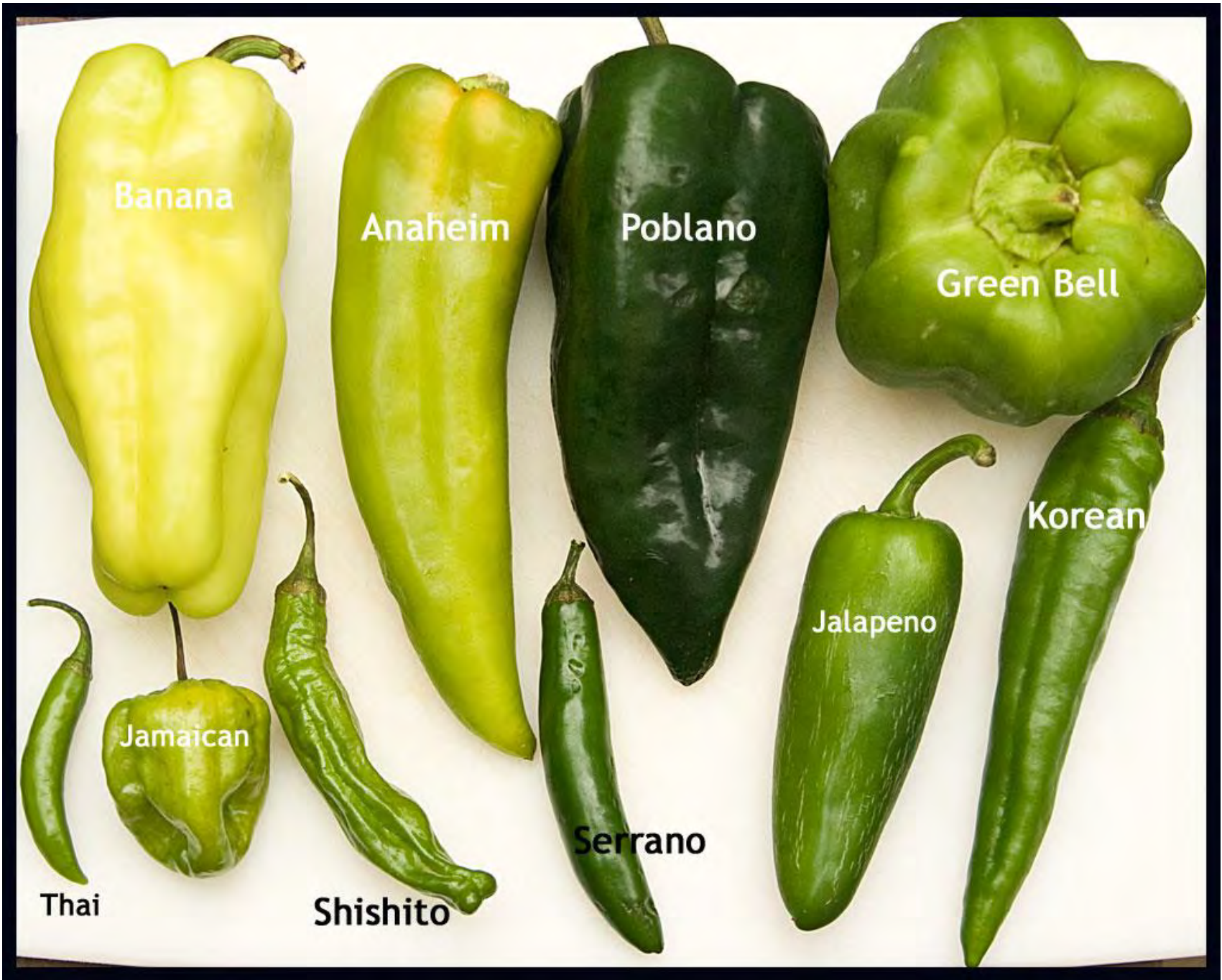
Jalapeno

Serrano

Shishito

Jamaican

Thai



# 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





China



Mexico





# Malaysia











Thai Eggplant



Bali Eggplant



Red Eggplant



Black Beauty Eggplant



Thai Yellow Eggplant



luw2garden.com



Cannibal Tomatoes

Arumugama

Mistada De Gandia









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











\$1.88

\$2.48

\$2.48 kg

\$2.98

\$1.6

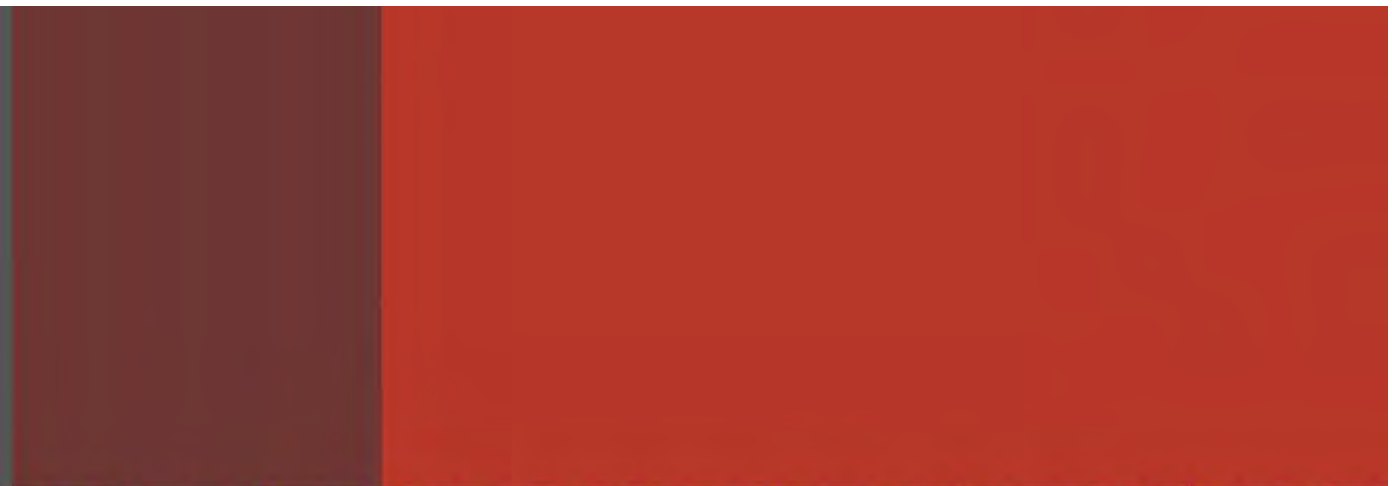








<http://cipotato.org/>



CATÁLOGO  
DE VARIEDADES  
DE PAPA NATIVA  
DE HUANCAVELICA- PERU



# Why be concerned with gourmet potatoes?





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CA & Mx-OtayMesa, med-lge, 20 lb lse, M\$14.95 • Tom-Grape, VA, flats 12 1-pt cntrs w/ild, \$10.95 • Tom... Vegetables


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


Home > News > Specialty potato market expands

## News

### Specialty potato market expands

12/04/2008 12:00:00 AM  
Ashley Bentley

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(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."

Ernie Blair, chief executive officer for the Idaho Potato Commission, said specialties from Idaho

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Prices f.o.b. for Oct. 22, 2012

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Oct.  
27-28

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## Potatoes & Onions Marketing

### Specialty potatoes show growth despite recession

11/04/2010 3:14:19 PM

David Mitchell

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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 Odorne, 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

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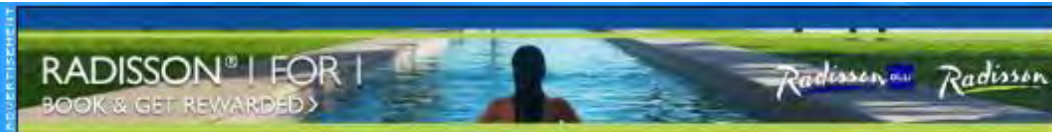


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GOOD MORNING AMERICA Recipes

HOME > GMA > RECIPES HOME > Emeril's Pan Roasted Fingerling Potatoes

# Emeril's Pan Roasted Fingerling Potatoes

A Perfect Side Dish for Easter Dinner

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### 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

### abc GMA Find a Recipe

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Meal Finder: Breakfast, Brunch, Lunch, Dinner

Specialty Meals: Gluten Free, Pasta, Heart Healthy

Delicious Side Dishes: Casserole, Potatoes

Vegetables: Brussels Sprouts, Yams, Carrots

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Home Page » Food » Buttermilk Potato Soup

# Buttermilk Potato Soup



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**Yield**  
Makes 4 servings

## Ingredients [View Shopping List](#)

- 2 pounds potatoes, such as Gold Rush, Austrian Crescent, All Blue, and Red La Soda
- 1 teaspoon kosher 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 saute 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

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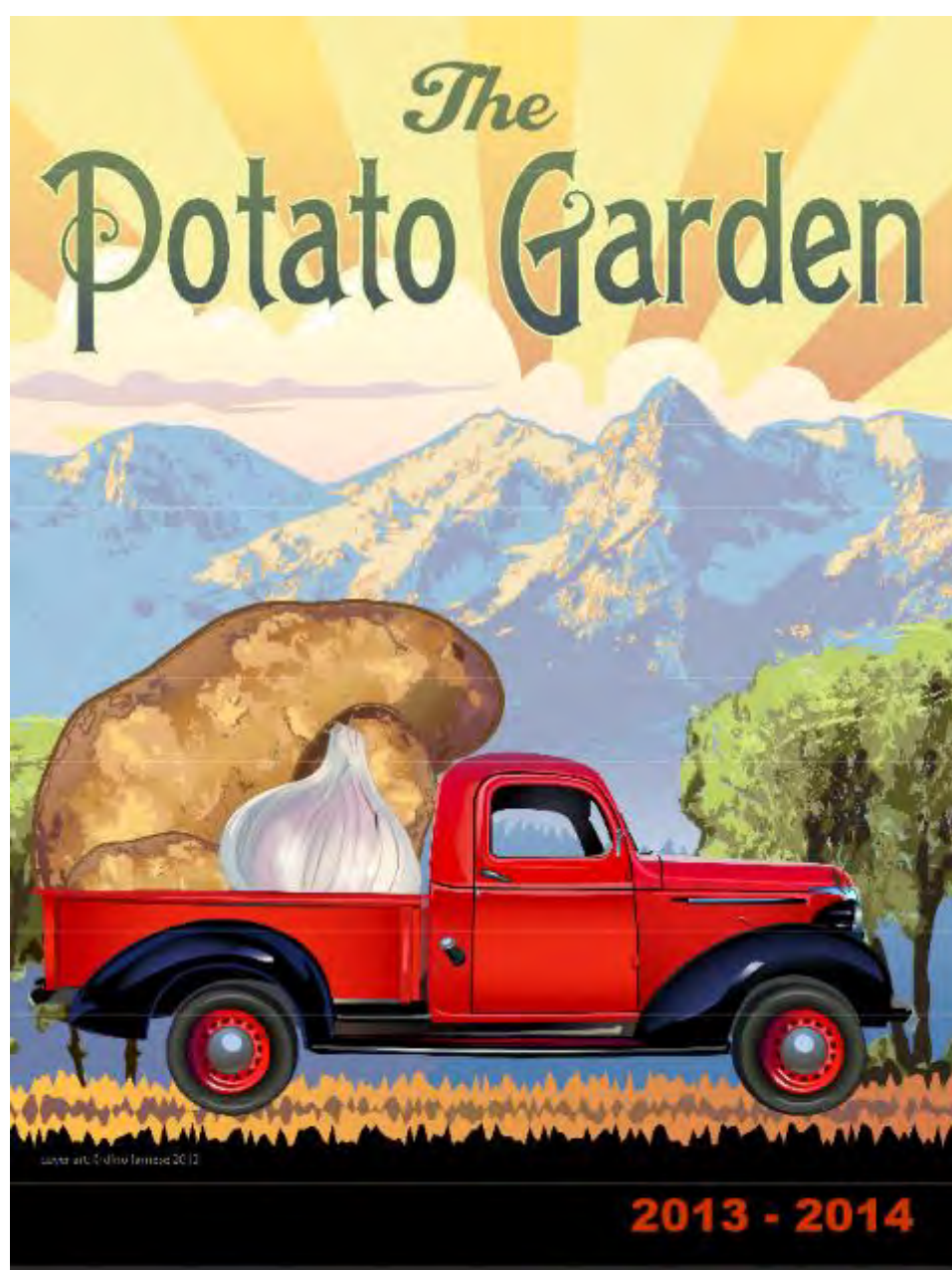
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[www.potatogarden.com/index.html](http://www.potatogarden.com/index.html)







France





**Bolivia**



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

State	J	F	M	A	M	J	J	A	S	O	N	D
Texas			X	X	X	X	X					
Georgia				X	X	X	S	S	S	S	S	
Arizona					X	X						
Washington						X	X	X	X	X		
New Mexico						X	X	X				
California				X	X	X	X	X	X			
Colorado							X	X	X			
Imports	X	X	X	X					X	X	X	X

<b>MICHIGAN</b>	<b>S</b>	<b>S</b>	<b>S</b>					<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>S</b>
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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



# Hard Neck



Readers Digest.com



Chris Ramirez

# Two Types:

# Soft Neck



PennLive.com



hillaryjb



## Soft neck

Higher yield

Less winter  
hardiness

Variable clove  
size

Braidable

## Hard Neck

Lower Yield

More winter  
hardy

More useable  
cloves

Difficult to braid





reuters



Honeyhillorganicfarm.com



frommykitchentable



cbf.typepad.com



Flatbreadco

# Green Garlic



bencookseverything



Newyork.seriousseats.com



## Producing Garlic in Michigan

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

MICHIGAN STATE  
UNIVERSITY  
EXTENSION

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 bulbous 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 bulbding 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.

[veginfo.msu.edu](http://veginfo.msu.edu)

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/](http://garlicseedfoundation.info/)

# Harvest:

Green garlic      April

Scapes              June

Bulbs                July



# Elephant Garlic



[Growsonyou.com](http://Growsonyou.com)

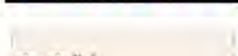


[Fennelandfern.co.uk](http://Fennelandfern.co.uk)

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See the [seed index](#) for a detailed list of our vegetable seeds.

## Asian Vegetable Seeds

We carry seeds for the following Asian vegetables:

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- [Bok Choy \(Tais Chai\)](#)

### Broccoli

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- [Broccoli](#)

### Chinese Cabbage

- [Chinese Cabbage](#)
- [Chinese Cabbage](#)

### Chinese Kale

- [Chinese Kale](#)
- [Chinese Kale](#)

### Chinese Long Bean

- [Chinese Long Bean](#)
- [Chinese Long Bean](#)

### Cucumber

- [Cucumber](#)
- [Cucumber](#)

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- [Flower](#)
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- [Kale](#)

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— 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](#)
- [Edible Amaranth \(Yin Tsai, Chinese Spinach\)](#)
- [Edible Amaranth, Green Pointed Leaf](#)
- [Edible Amaranth, Red Stripe 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 Stripe](#)
- [Baby Leaf, Ruby Stripe](#)
- [Baby Leaf, Golden Fall](#)
- [Baby Leaf, Sassa Purple](#)
- [Garnet Giant](#)
- [Hybrid Pachino Purple](#)
- [Mizuna Purple](#)

### Baby Leaf, Hybrid Spicy Green

- [Baby Leaf, Crimson Red](#)
- [Red Mizuna](#)
- [Baby Leaf, Red Tatsoi](#)
- [Baby Leaf, Hybrid Purple Sing](#)
- [Hybrid Red Choi](#)



- [Beans](#)
- [Yardlong Bean \(Asparagus Bean, Snake Bean, Chinese Long Bean\)](#)
- [Azuki Bean \(Red Bean\)](#)
- [Mung Bean](#)
- [Black Bean](#)
- [Hyacinth Bean \(Lablab Bean\)](#)
- [Lufu \(Lufu Soybean, Mao Dou\)](#)
- [Indian Cluster Bean \(Guar Bean, Gum Bean\)](#)

### Green Bean

### Winged Bean



- [Hyacinth Bean \(Lablab Bean\)](#)
- [Hyacinth Bean, White Flower](#)
- [Hyacinth Bean, Purple Flower](#)
- [Hyacinth Bean, Asia Purple](#)
- [Hyacinth 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, Orient Extra Long](#)
- [Yardlong Bean, 3-Fest-Plus](#)
- [Yardlong Bean, Purple Pod](#)

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What To Grow?



[elleseconomy.com](http://elleseconomy.com)

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???