



Northern NY Agricultural Development Program 2013-14 Project Report

Developing *Amelanchier* (Juneberry) into a Novel Fruit Crop for Northern New York

Project Leader(s):

- . Michael B. Burgess, Department of Biological Sciences, SUNY Plattsburgh,
Plattsburgh, NY
- . Michael H. Davis, Cornell University Agricultural Experiment Station Willsboro
Research Farm, Willsboro, NY

Collaborator(s):

Amy Ivy, CCE Horticulture Educator Clinton and Essex counties

Background:

“Thanks to its powerful anti-oxidant properties and to the entrepreneurial efforts of a handful of commercial growers, this under-the-radar berry [*Juneberry*] has garnered a new wave of interest in parts of the U.S. Some think this delicious fruit—it tastes like a mixture of cherries, almonds and grapes—could be on its way to hit the super-fruit jackpot, a market whose juice segment alone will be worth \$10 billion by 2017, predicts research firm Euromonitor International.” - *Time Magazine Aug 21, 2014*

The genus *Amelanchier* is a member of the Rose family and is closely related to apple and pear. Commonly called shadbush, juneberry, and serviceberry, *Amelanchier* consists of multi-stemmed shrubs or small trees that are native to every state except Hawaii, and produce flavorful, nutritious, and antioxidant rich fruit. Wild harvested fruit were a favored food and medicine of Native American cultures and early European settlers.

Amelanchier has the potential to be a major novel fruit crop in northern New York. Juneberries have a sweet almond, peach flavor, with an antioxidant and nutritional profile equal to or greater than the “superfruits” blueberries, pomegranate, cranberry, and acai. *Amelanchier* is grown commercially in the Canadian plains where the fruit are marketed as Saskatoon berry, but is little known outside that region.

Methods:

We are building a living collection of *Amelanchier* that includes wild collected novel fruit cultivars, a genomic library of diploid *Amelanchier* species, and all commercially available cultivars.

Our goals:

- 1. Cornell Willsboro Research Farm will have the most comprehensive living collection of North American *Amelanchier* species and fruit cultivars in the world.**
- 2. Cornell Willsboro Research Farm will provide evidence-based resources to support entry into the Juneberry market.**

Results:

We collected fruit from 8 *Amelanchier* species (*A. alnifolia*, *A. arborea*, *A. canadensis*, *A. gaspensis*, *A. humilis*, *A. laevis*, *A. sanguinea*, and *A. spicata*) from across the Gaspé Peninsula and southern Quebec (Fig. 1). Fruit was cold stratified for 2-3 months and successfully germinated in the SUNY Plattsburgh greenhouse. Seedlings will be transplanted to the Willsboro Research Farm nursery.

We continued to develop the cultivar nursery. Currently we have several hundred individuals from 13 cultivars (Autumn Brilliance, Fergie, Honeywood, JB30, Lee #8, Martin, Northline, Nelson, Pembina, Prince William, Princess Diana, Smoky, and Thiessen).

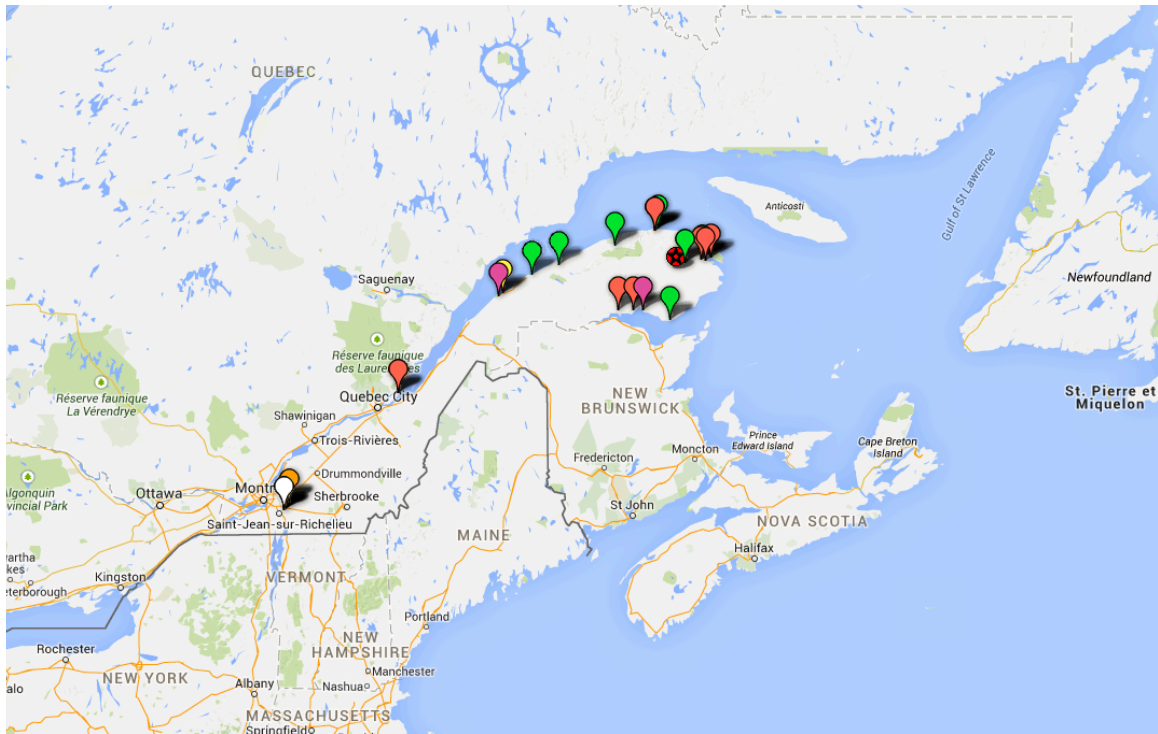


Fig. 1. 2014 collection sites of novel *Amelanchier* fruit cultivars. Pin colors represent species.

Conclusions/Outcomes/Impacts:

See Next Steps section.

Outreach:

Juneberry project goals were presented at the Willsboro Farm Open House/Field Day on July 9, 2014. Additionally, we partnered with Jim Ochterski (Ontario County CCE) in offering the Juneberries for the Home and Small Farm Workshop, which was hosted by Cornell Cooperative Extension of Onondaga County at Sollecito Landscaping Nursery in Syracuse, NY. Jim has been a pioneer in developing Juneberry production in New York, and developed the www.juneberries.org website. The website will serve as a primary resource center for Juneberry production information in the northeast.

Next Steps:

1. Expand living collection.
2. Maintain and evaluate (developmental progress and growth features) replicated field trial of currently available *Amelanchier* cultivars.
3. Develop and evaluate best management practices (BMP) for Juneberry production including plant establishment techniques, fertility requirements, planting densities, organic production, and weed, insect, and disease control strategies.

Acknowledgments: NNYADP

Reports and/or articles in which results of this project have been published.

Media reporting on this project since August 2013 have included the Associated Press and its media network, several national magazines in the U.S., public radio, CTV News in Canada, and the Horti Daily International.

08-26-14	CTV News Canada
05-10-14	Farm and Garden (Watertown Daily Times insert)
05-08-14	CCE News
05-08-14	Houston TX Chronicle
05-06-14	ADK Farmer Dan Blog
05-06-14	Watertown Daily Times
05-06-14	Morning Ag Clips
05-05-14	Country Folks Newspaper
05-05-14	AgriForaging.com
05-05-14	Franklin IN Daily Journal
05-05-14	Ithaca NY Journal
05-05-14	North Country Daily
05-05-14	Cornell Fruit Blog
05-05-14	Oneida NY Dispatch
05-05-14	Pike County Courier PA
05-05-14	Auburn NY Citizen
05-05-14	Finger Lakes 1
05-05-14	North Country Public Radio

05-05-14 The Republic, Columbus, IN
05-05-14 Horti Daily International
05-05-14 Poughkeepsie NY Journal
05-05-14 GlobalNe.Ws
05-04-14 Newsday
05-04-14 EIN News: Agriculture Industry
05-04-14 Elmira NY Star Gazette
05-04-14 South Dakota Ag Forum
05-04-14 Finger Lakes Times
05-04-14 Seattle PI (WA)
05-04-14 wn.com (World News)
05-04-14 My Fox NY TV
05-04-14 Corning NY Leader
05-04-14 Kingston NY Daily Freeman
05-04-14 WHAM TV Rochester
05-04-14 Associated Press
05-04-14 News 10 Albany
05-04-14 Middletown NY Times Herald
05-04-14 Wall Street Journal
05-04-14 Washington (DC) Times
05-04-14 San Francisco Gate
05-04-14 News.nom.com
05-04-14 WCAX Vermont
05-04-14 Topix: Fruits
05-04-14 Oswego NY Pall Times
05-04-14 CBS 6 Albany
05-04-14 News by State: NY
05-04-14 TV 7 Watertown
04-14-14 AgriForaging FB
04-14-14 FreshPlaza.com
04-13-14 Adirondack Explorer
04-11-14 hortidaily International
04-11-14 juneberries.org/CCE Ontario
04-10-14 American Agriculturist
04-10-14 Adirondack Almanack
04-08-14 Morning Ag Clips
04-07-14 New York Ag Connection
Jan 2014 Growing Magazine
09-13-13 The Grower
08-22-13 Nursery Management Magazine
08-22-13 Backyard Fruit Guide
08-22-13 Nursery Management Magazine
08-22-13 CKOM News Talk 650 Saskatoon SK
08-21-13 Cornell CALS Notes
08-19-13 Yahoo! Finance.com
08-19-13 WPTZ TV 5 Plattsburgh

For More Information:

Michael H. Davis, Cornell University Agricultural Experiment Station, Willsboro Research Farm, 48 Sayward Lane Willsboro, NY 12996, Tel. 518-963-7492, Email mhd11@cornell.edu

Michael B. Burgess, Department of Biological Sciences, SUNY Plattsburgh, 101 Broad St., Plattsburgh, NY 12901, 518-564-5277, michael.b.burgess@plattsburgh.edu