

Northern Michigan FruitNet 2013

Northwest Michigan Horticultural Research Center

Weekly Update

February 19, 2013

HARD CIDER AND PERRY INDUSTRY GROWING ACROSS THE UNITED STATES

Recent conference demonstrated the interest in hard cider and perry production.

Posted on **February 11, 2013, MSUE News**, by **Nikki Rothwell**, Michigan State University Extension

This past week, Feb. 6-9, 2013, the third annual [Cider Con](#) was held in Chicago, Ill. This year's conference was attended by 240 cider makers and apple growers across North America – attendance was up over 60 percent from last year's conference. The trends in the Cider Con attendance match the trajectory of this burgeoning industry: Hard cider sales are up 65 percent over last year, according to [National Public Radio](#), and U.S. cider sales for 2011 were estimated at \$90 million, according to [SymphonyIRI Group](#).

There is much enthusiasm in the hard cider world and a feeling of rejuvenation for the American tradition of producing hard ciders. Cider is often considered America's first homegrown beverage, and apples were initially spread through the colonies to drink, not eat. Cider was consumed with all meals, including breakfast. By late 1600s, New England apple growers were producing 300,000 gallons per year, and in the 19th century, consumption of hard cider was 32 gallons per person per year.

Unfortunately, ciders heyday started to wane at the turn of the 20th century. The demise was likely due to a combination of factors. First, there were an increasing numbers of German immigrants that brought the tradition of drinking beer, and this cheaper and easier beer production appealed to commercial manufacturing. More people were moving and living in urban areas, and there was less land for apple production. Finally, the National Prohibition Enforcement Act was passed in 1919, and prohibition was really the final straw for the U.S. cider industry.

Despite these past challenges, there is renewed interest in producing hard cider and perry. First, hard cider fills a niche in the U.S alcohol market because it is new, and different drinks often appeal to the emerging market and the millennial consumers. Hard cider also dovetails with local food movement, such as farm-to-table and "know your farmer" – and your cidemaker! Recent cider sales have shown this drink appeals to both sexes, as it drinks more like a beer, but made more like a wine. Cider is also gluten-free, and there is a growing number of Americans that have allergies to wheat and wheat products. Lastly, producing hard cider fits in with craft brewery movement and model, which is well established in many states in the United States.

The upward trends in cider production and consumption have led cidemakers and growers, many of which attended the recent conference, to think ahead as how to support this new industry, and at Cider Con, the group formed a [United States Association of Cidermakers](#) (USACM). The USACM was formed with the broad input of industry producers, stakeholders and constituents from around the country. The group's mission is to gather and share information about cider and perry production, regulations concerning the production of hard cider and perry, and pear and apple growing and associated research and outreach programming that will support this industry. This group will also help members improve their operations, raise the public's awareness of the hard cider and perry products produced by its members, and promote the interests of the cider and perry producers in the United States.

USACM is pleased to announce its inaugural Board of Directors which reflects the industry's diversity of regional distribution, production volume, and growth:

1. Steve Wood, Farnum Hill Ciders, New Hampshire
2. Brad Page, Colorado Cider Company, Colorado
3. Mike Beck, Uncle John's Cider Mill, Michigan
4. Dan Rowell, Vermont Hard Cider, Vermont
5. Robert Vail, Angry Orchard, Massachusetts
6. James Kohn, Wandering Aengus Ciderworks, Oregon
7. Charlotte Shelton, Albemarle Cider Works, Virginia

A research sub-group was also present at this meeting in Chicago, and these researchers organized the educational session that included apple variety evaluation, assessment of juice and fermented products made from hard cider apple varieties, enterprise budgets for starting up a hard cider production facility, and current and future offerings of educational programs. Researchers from [Michigan State University](#), [Cornell University](#), [Virginia Technical University](#) and [Washington State University](#) also collaborated to develop a survey that was given at the start of the conference and will be used as a baseline to develop grant proposals that will support this new industry.

[Michigan State University Extension](#) looks forward to seeing a new agricultural, value-added industry grow across Michigan and the rest of the country.

This article was published by [Michigan State University Extension](#). For more information, visit <http://www.msue.msu.edu>. To contact an expert in your area, visit <http://expert.msue.msu.edu>, or call 888-MSUE4MI (888-678-3464).

APPLE REFERENDA TOUR

Hello Michigan Apple Industry,

Just a reminder, growers are invited to attend one of four grower meetings scheduled for Wednesday, February 20 through Friday, February 22 at various locations in Michigan. Nancy Foster, CEO of USApple; Bill Dodd, Chair of USApple; and MAC staff and board members will be on hand to answer your questions and discuss industry issues.

As you know, the Michigan Apple Committee assessment is up for a renewal vote. No increase is being requested. The current program includes the existing promotional and research funding, as well as up to 3 cents per hundredweight for the USApple programs. (We are currently collecting only 2 cents for USApple programs since 2005, however the program does allow for 3 cents.)

Wednesday, Feb. 20, 2 - 4 p.m.

Grandpa's Cider Mill
2941 Friday Road
Coloma, MI 49038

Thursday, Feb. 21, 9 - 11 a.m.

Robinette's Apple Haus & Winery
3142 4 Mile Road Northeast
Grand Rapids, MI 49525

Thursday, Feb. 21, 2 - 4 p.m.

West Shore Educational District
844 S. Griswold Street
Hart, MI 49420

Friday, Feb. 22, 9 - 11 a.m.

Northwest Michigan Horticultural Research Center

6686 S. Center Highway
Traverse City, MI 49684

We hope you will be able to attend one of these meetings to learn more about the work we are doing for Michigan apple growers.

Diane Smith
Executive Director
Michigan Apple Committee
Phone – 800.456.2753

SPRING PEACH MEETING MEETING MARCH 5TH, 2013 IN SW MICHIGAN

The 2013 Michigan Spring Peach Update is a whole-day meeting with educational sessions and discussions on growing, packing and marketing high quality peaches and nectarines. Peach growers are always looking for ways to improve their profitability. The Michigan Spring Peach Update is the best annual meeting in Michigan to learn about this crop. The meeting will be held Tuesday, March 5, 2013 at the Southwest Michigan Research and Extension Center, 1791 Hillandale Road, Benton Harbor, MI, with registration starting at 8:00 AM and the program at 9:00 AM.

The meeting will focus on fresh market peaches including new peach varieties, insect management strategies, disease control, marketing strategies, rootstocks, farm marketing, and mechanical peach thinning.

Special guests include peach specialist Dr. Greg Reighard of Clemson University, award-winning peach grower Robert Fralinger of Bridgeton, NJ, National Peach Council Director Kay Rentzel, MSU entomologist Dr. John Wise and plant pathologist Dr. George Sundin.

Attendees will be eligible for credits toward their recertification of their Michigan pesticide applicators license.

Deadline for early registration is Monday February 25. Registration is \$30 per person or \$25 for current Michigan Peach Sponsor members, with catered lunch included. Registrations mailed after February 25 or at the door are \$5 more per person. For additional meeting information or assistance, contact the conference coordinator Dr. Bill Shane at 269-944-1477 ext. 205, 269-208-1652 cell.

To pay in advance by check or money order, please download the registration form (pdf) and mail with payment by February 25th. After this time, register at the door with check, money order, or cash. Credit cards will not be accepted.

The Southwest Michigan Research and Extension Center is located 2.5 miles east of I-94 exit 30 (Napier Avenue), approximately 4 miles southeast of Benton Harbor/St. Joseph, Mich. Numerous accommodations are available close by at I-94 exits 23, 27, 28, and 29.

For a registration form and more information go to the Michigan Peach Sponsor website: www.michiganpeach.org

This meeting is sponsored by the Michigan Peach Sponsors, Michigan State University Extension, and the Michigan Society for Horticultural Science.

2013 EASTERN APPLE PRECISION ORCHARD MANAGEMENT SUMMIT

The apple industry is challenged by a changing weather climate, increased national and international competition, higher production costs and labor shortages. The Cornell Program Work Team is calling for an "Eastern Apple Precision Orchard Management SUMMIT" to be held **March 14-15** at the Ramada Geneva Lakefront, Geneva, NY. For more details and how to register, see the attached flyer.

WEBSITES OF INTEREST

Insect and disease predictive information is available at:

<http://enviroweather.msu.edu/homeMap.php>

60 Hour Forecast

<http://www.agweather.geo.msu.edu/agwx/forecasts/fcst.asp?fileid=fous46ktvc>

Information on cherries is available at the new cherry website:

<http://www.cherries.msu.edu/>

Fruit CAT Alert Reports have moved to MSU News

<http://news.msue.msu.edu>