

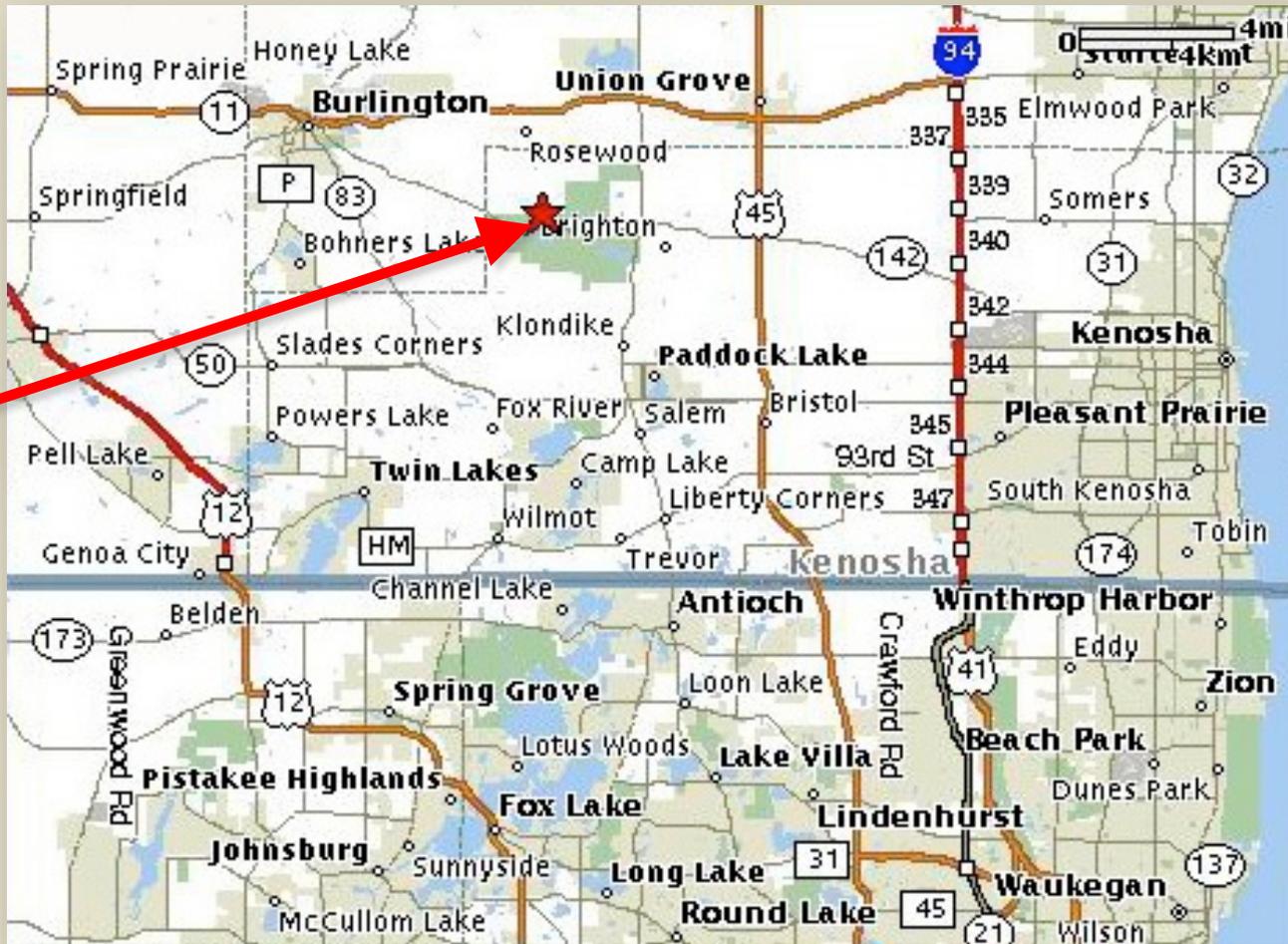


# Managing Diversity

Jimmy Thelen

Orchard Manager at Brightonwoods Orchard  
2020 Practical Farmers of Iowa Presentation

# MAP



# ORCHARD PEOPLE



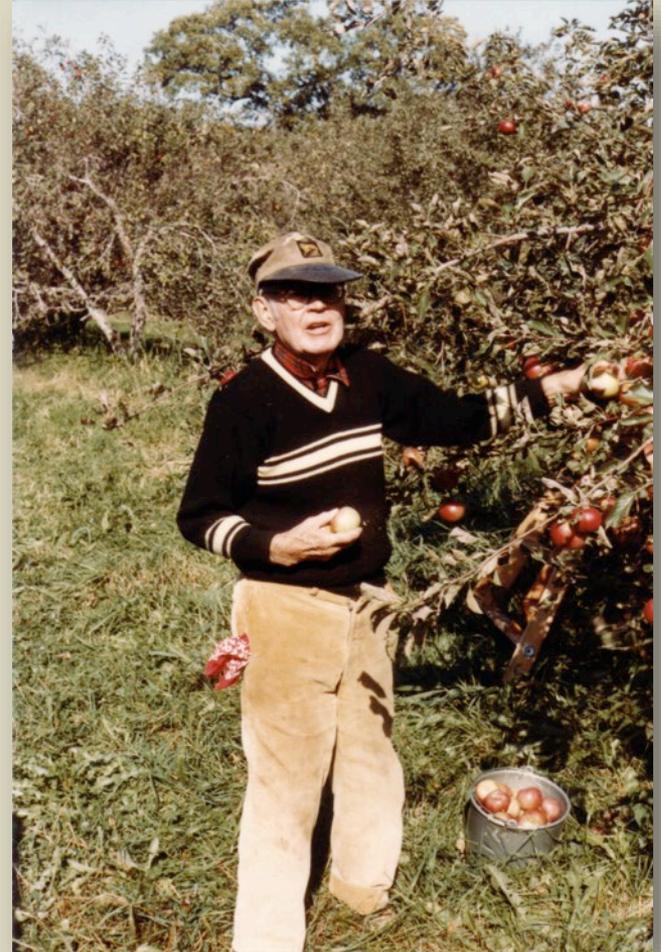
# ORCHARD PEOPLE

- UW-Parkside Graduate
- Started at Brightonwoods in 2006
- Orchard Manager and in charge of Cider House
- Case Tractor Hobby & Old Abe's News



# ORCHARD HISTORY

- Initial sales all from on the farm (1950-2001) “Hobby Orchard”
- Expansion into multiple cultivars (10 acres)
  - 1980's
  - Added refrigeration
  - Sales building constructed



# ORCHARD HISTORY

- Retirement begets new horizons
- (1997-2020)
- Winery (2000-2003) additional 2 acres of trees for the winery and 30+ varieties of apples & pears



# ORCHARD HISTORY

- Cider House (2006) with UV light treatment and contract pressing
- Additional 1/2 acre of Honeycrisp



# ORCHARD HISTORY

- Additional  
3 acres  
mixed  
variety  
higher  
density  
planting  
~600 trees  
per acre



# ORCHARD HISTORY

- Addition of 1 acre of River Belle and Pazazz



# ORCHARD

- Not a Pick-your-own
- All prepicked and sorted
- Not Agri-entertainment focused



# ACTIVITIES



# WHERE WE SELL

- Retail Focused
- At the Orchard
- Summer / Fall Farmers' Markets
- Winter Farmers' Markets
- Restaurants
- Special Events



# ADDITIONAL PRODUCTS

- Honey, jams & jellies
- Pumpkins & Gourds
- Squash & Garlic
- Organic vegetables on Sundays
- Winery Products
- Weekend snacks and lunches



# 200+ VARIETIES

- Heirlooms
- Standard Varieties
- Hard Cider Varieties
- Modern and Club Varieties

Americus Crab (*July / August*)  
Arkansas Black (*October*)  
Ashmead's Kernal (*October*)  
Baldwin (*October*)  
Beacon (*July / August*)  
Ben Davis (*October*)  
Blenheim (*September*)  
Blushing Gold (*October*)  
Braeburn (*October*)  
Bronze Delicious (*October*)  
Calville Blanc d'Hiver (*September*)  
Chenango Strawberry (*July–August*)  
Chestnut Crab (*July–August*)  
Connell Red (*September*)  
Cornell Sour (*September*)  
Cortland (*September*)  
Cox's Orange Pippin (*September*)  
Crispin (*October*)  
Criterion (*October*)  
Davey (*September*)  
DS-428 / Badger Beauty (*September*)  
Dutchess of Oldenburg (*July–August*)  
Early Blaze (*July–August*)  
Early Jon (*September*)  
Early Wisconsin Red (*July–August*)  
Empire (*September*)  
Enterprise (*October*)  
Fireside (*October*)  
Gala (*September*)  
Gallia Beauty (*October*)  
Ginger Gold (*September*)  
Golden Delicious (*October*)  
Golden Nugget (*September*)  
Golden Russet (*October*)  
Graham (*September*)  
Granny Smith (*October*)  
Gravenstein (*July–August*)  
Greendale (*September*)  
Grimes Golden (*September*)  
Harrelson (*October*)  
Honey Crisp (*September*)

Hubardtson Nonesuch (*October*)  
Ida Red (*October*)  
Jersey Mac (*July–August*)  
Jonagold (*October*)  
Jonamac (*September*)  
Jonathan (*October*)  
Keepsake (*September*)  
Kidd's Orange (*September*)  
Kendall (*September*)  
Kickapoo Spice (*July–August*)  
King David (*October*)  
Lady Apple (*October*)  
Lakeland (*September*)  
Liberty (*October*)  
Lodi (*July–August*)  
Lyman's Large Summer (*July–August*)  
Macoun (*October*)  
Maiden Blush (*September*)  
Margil (*September*)  
Marilyn's Delight (*September*)  
Mc Intosh (*September*)  
Melba (*July–August*)  
Melrose (*October*)  
Milton (*July–August*)  
Missouri Pippin (*September*)  
Monroe (*October*)  
Mutsu (*October*)  
New Yorker (*July–August*)  
Northern Spy (*October*)  
Northstar King (*October*)  
Northwestern Greening (*September*)  
Orenco (*September*)  
Oriole (*July–August*)  
Ottawa (*July–August*)  
Paula Red (*September*)  
Peck's Pleasant (*October*)  
Pink Pearl (*September*)  
Pound (*September*)  
Pound Sweet (*October*)  
Prima (*July–August*)  
Priscilla (*September*)  
Quinte (*July–August*)

Rambo (*September*)  
Red Astrashan (*July–August*)  
Red Cortland (*September*)  
Red Delicious (*October*)  
Red Fuji (*October*)  
Red Haralson (*October*)  
Redmax (*September*)  
Red Northern Spy (*October*)  
Red Rome (*October*)  
Rhode Island Greening (*October*)  
Rome Beauty (*October*)  
Roxbury Russet (*October*)  
Smokehouse (*September*)  
Snow (*September*)  
Spartan (*September*)  
Spigold (*October*)  
Spitzenburg (*October*)  
Spurmac (*September*)  
St. Edmund's Pippin (*September*)  
St. Lawrence (*September*)  
Supergold (*October*)  
Sweet Bough (*July–August*)  
Swiss Gourmet (Arlet) (*September*)  
Tolman Sweet (*September*)  
Wayne (*September*)  
Wealthy (*September*)  
Wellington (*July–August*)  
William's Pride (*September*)  
Winter Banana (*October*)  
Wolf River (*October*)  
Yellow Bellflower (*October*)  
Yellow Delicious (*October*)  
Yellow Transparent (*July–August*)  
York Imperial (*October*)  
Winesap (*October*)  
Zestar (*July–August*)

# HEIRLOOMS

- Each apple has a following
- Great History
- More nuances & attention to grow



# STANDARD VARIETIES

- Staples of the Orchard
- What customers expect
- Bulk quantities

**Honeycrisp**

**McIntosh**

**Cortland**

**Melrose**

**Gala**

**Empire**

**Priscilla**

**Zestar**

**Milton**

# HARD CIDER VARIETIES

- Not for Eating
- Generally not grower Friendly
- Do have some business advantages



# NEW & CLUB VARIETIES

- Easier to Market & Sell
- Generally a really good apple
- All about the \$\$\$\$



# SPECIALTY CROPS

- Quince
- Pears



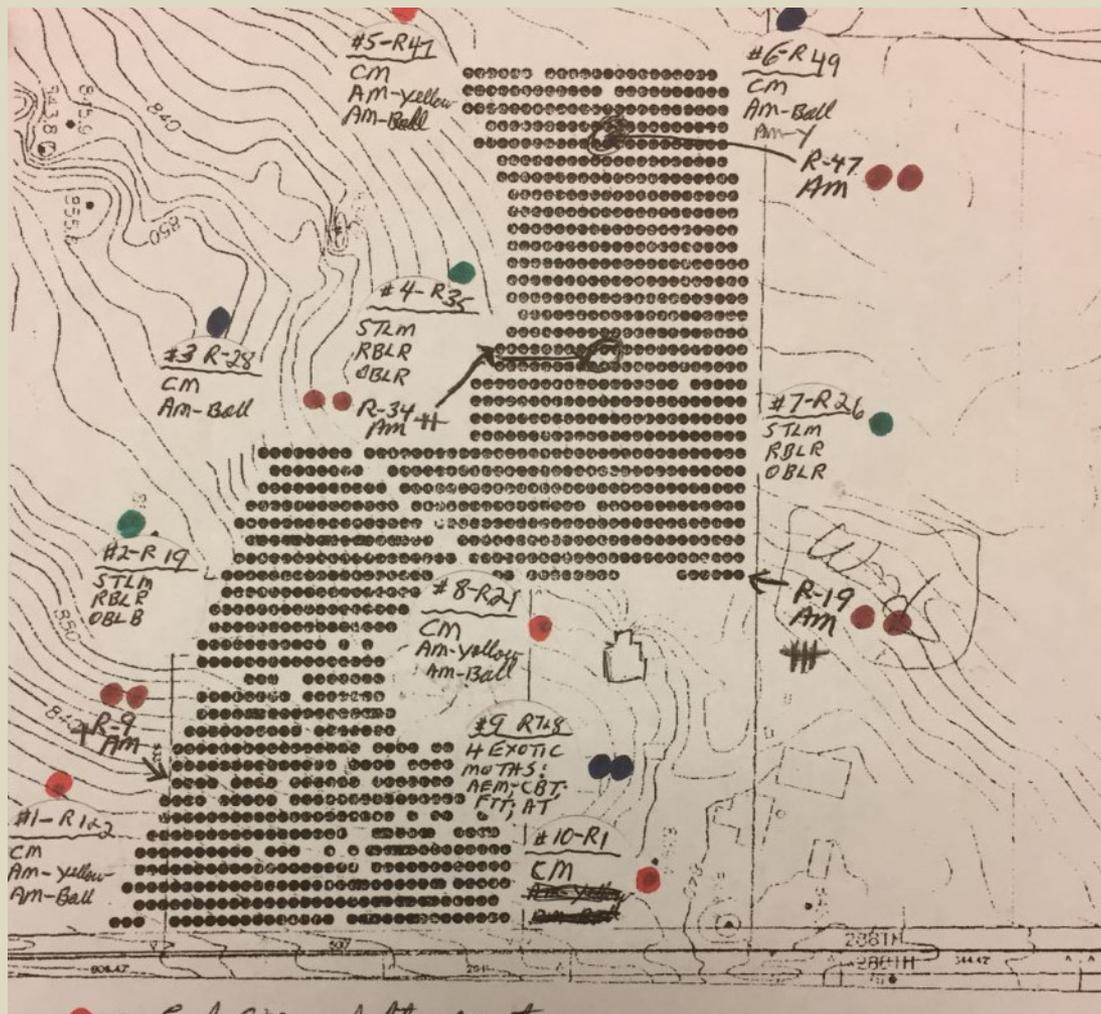
# GRAFTING

- Varieties that aren't commercially available
- Heirlooms
- Local trees



# ORCHARD LAYOUT

- How not to plant 200 different varieties
- Higher density doesn't always make it easier



# ORCHARD LAYOUT

- How to keep track of 200+ varieties

85	3	13	Apple	McIntosh
86	3	14	Apple	McIntosh
87	3	15	Apple	Northern Spy
88	3	16		
89	3	17	Apple	White Pearmain
90	3	18	Apple	Rome Beauty
91	3	19	Crabapple	Americus
92	3	20	Apple	McIntosh
93	3	21	Apple	Red Delicious
94	3	21.5		
95	3	22		
96	3	23		
97	3	24	Pear	Bierschmidt
98	3	25		
99	3	26	Pear	Jung Hardy
100	3	27	Apple	Red Haralson
101	3	28	Apple	Red Haralson
102	3	28.5	Cherry	Montmorency Tart
103	3	29		
104	3	30	Apple	Red Fuji
105	3	31	Apple	Red Fuji
106	3	32	Apple	Keepsake
107	3	33	Apple	Tolman Sweet
108	3	34	Apple	Jonee
109	4	3	Apple	Honey Crisp
110	4	4	Apple	Fall Russet
111	4	5	Apple	Honey Crisp
112	4	6		
113	4	7	Apple	M-7 Rootstock
114	4	8	Apple	Jonathan
115	4	9	Apple	Kendall
116	4	10	Apple	Jonathan
117	4	11	Apple	Kendall
118	4	12	Apple	Duchess of Oldenburg
119	4	13	Apple	Northern Spy
120	4	14	Apple	Golden Russet
121	4	15	Apple	Cornell Sour
122	4	16	Apple	Red Astrachan
123	4	17	Apple	Cornell Sweet

# SPRAYING

- Integrated Pest Management Practices, (IPM)
- Cover Sprays for everything



# SPRAYING

- Challenge with different ripening times
- Be aware of different Pre-Harvest Intervals, (PHI's)



# THINNING

- Multiple trips for difficult varieties
- Be prepared to hand thin
- Alternate Year Bearing- It happens



# PICKING

- Memorizing ripening times and tree locations
- Coordinating picking is a challenge and requires a lot of boxes



# TRANSPORT

- Not uncommon to have multiple varieties on one pallet
- Lots of driving to pick up



# KEEPING TRACK

- The Brighton-woods signature is a paper plate



# SORTING

- Dry Polished on the machine
- Hand sorted for larger fragile apples



# LESS THAN PERFECT

- Seconds are mixed varieties
- Cider apples are small or blemished, but not rotten



# STORAGE

- Lots of cooler space required
- 4 on site coolers



# SALES DISPLAY



# SALES AREA



# WHAT SELLS



# CIDER OPERATION

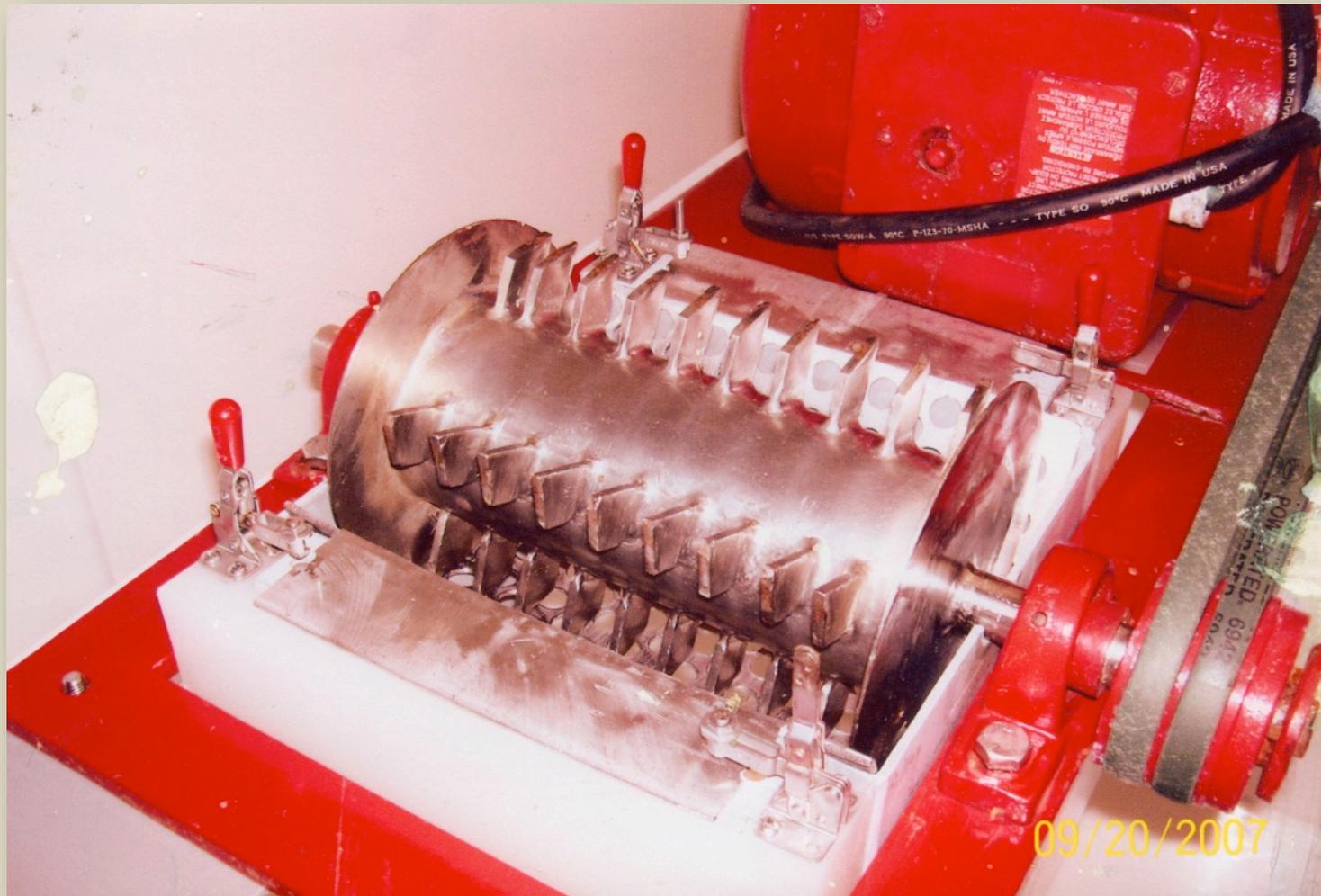
- Developed cider as a specialty product (2006)
  - Purchased Cider-sure UV equipment
  - Expanded into custom pressing
  - Began freezing for year-round sales
- Orchard turned a profit for the first time in 2006



# CIDER HOUSE- PREP AREA



# CIDER HOUSE- GRINDER



# CIDER HOUSE- PRESS ROOM

- Double-sided Rack and Cloth hydraulic press
- Nylon press cloth



# CIDER HOUSE- PRESS ROOM



# CIDER HOUSE



# CIDER HOUSE- UV



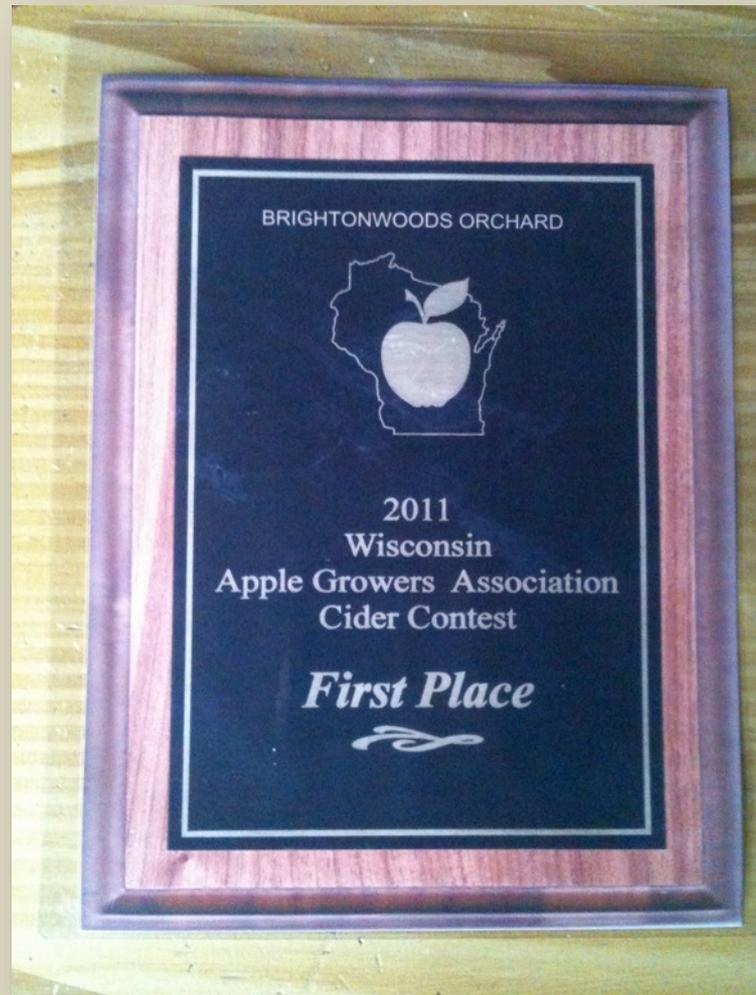
# CIDER HOUSE- STACK PRESSING



# CIDER HOUSE- BOTTLING



# CIDER HOUSE- AWARD



# AEPPELTREOW WINERY



# WINERY SALES AREA



# DISTILLERY



# FERMENTATION ROOM



# WINERY PRODUCTS



# Thank You!

