



Great Lakes Fruit, Vegetable & Farm Market EXPO

Michigan Greenhouse Growers EXPO

December 9 - 11, 2014

DeVos Place Convention Center, Grand Rapids, MI



Hard Cider

Thursday morning 9:00 am

Where: Gallery Overlook (upper level) Room C & D

Moderator: Emily Pochubay, MSU Extension

- 9:00 am Where Do I Get Hard Cider Varieties to Plant? Challenges of Obtaining Cider Varieties from a Nursery Perspective
- Bill Pitts, Wafler Nursery, Wolcott, NY
 - Wanda Heuser Gale, Summit Tree Sales, Lawrence, MI
- 9:25 am Market Growth Potential for Michigan Ciders: Thoughts from the Retail Side of the Business
- Binny Beverage Depot, Chicago, IL
- 9:45 am Delving into Successful Cider Production: Strategies to Continue to Improve Michigan Ciders
- Paul Jenkins, Lallemand, Inc. Memphis, TN
- 10:15 am Successes and Challenges in Michigan Cider Production: A View from the Cider Cellar
- Steve Meckley, Meckley's Flavor Fruit Farm, Somerset Center, MI
 - Dan Young, Tandem Ciders, Suttons Bay, MI
 - Bryan Ulbrich, Left Foot Charley, Traverse City, MI
 - Nancie Oxley, St. Julian Winery, Paw Paw, MI
- 10:50 am An Introduction to the Michigan Cider Association/MCA First Members' Meeting: What Would You Like to See from Your New Cider Association?
- Paul VanderHeide, MCA President and VanderMill Ciders, Spring Lake, MI
- 11:00 am Session Ends

Challenge of Growing Cider Variety Trees at Wafler Nursery

Bill Pitts (1261)
Wafler Nursery, Wolcott, NY

Overview of Challenges:

- Budwood
- Nursery Tree Growth
- Custom Budding
- Rootstocks and Availability
- Speculation and Cancellations

Budwood:

- Building of budwood supply
- Ensure variety identity
- Some cider varieties produce poor budwood

Nursery Tree Growth:

- Odd growing habits
- Unreliable bud take
- Cider variety and rootstock combination

Custom Budding

- Order correct rootstock in time
- Choose varieties by August
- Trees grow the following year
- Sold the following year
- Total: 2 year process

Rootstocks and Availability:

- Rootstock is in short supply
- Finding the right rootstock
- Finding the right growing system

Speculation and Cancellations:

- Speculation is for anticipated demand
- Speculation for budding started last year for cider varieties
- Reasons for cancellations

Conclusion:

- New market for growing cider varieties and its impact on the nursery
- Shortage of cider variety trees in nurseries
- Start your cider business by custom ordering trees

Bill Pitts, Nursery Manager at Wafler Nursery

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Fermenting on a Budget

Steve Meckley - Meckley's Flavor Fruit Farm

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- I. Where do I start?
- II. Take Inventory
 - a. Equipment – What do I have that I can use? Or What aren't we using that we could sell to get the right tools for the job?
 - b. Relationships – Who do you know? Someone with something you might need – equipment, space, expertise, etc.
 - c. Strengths/Weaknesses – What are you really good at, and what should you let someone else do?
- III. Take Action - Pull the Trigger!

Resources

Equipment/Supplies: GW Kent – www.gwkent.com

Presque Isle Wine Cellars - www.piwine.com

Day Equipment – www.cidermillsupplies.com

Legal Advice: Carlin Edwards Brown, PLLC – www.cebhlaw.com

Start-up Equipment:

- Fermentation Totes \$75 - \$350
- Pump \$500 - \$2000
- Filter \$500 - \$1000
- Gravity Filler \$1500 - \$2000
- Corker/Capper \$200

Other Expenses to Consider:

- Legal expenses
- Labels/Packaging
- Tasting Room Renovations
- Taxes
- Labor
- Marketing/Advertising