





U-Pick Apples and then
what?

Let's begin

- Who is Mike Noel?
 - Type and size of orchard
 - Comments on U-Pick
 - Processing an apple
 - Question Period for Rick & Mike
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Who is Mike Noel?

- Financial Planner/Retirement Planner for the past 20 years
- Anne & I live on a 50 acre parcel of land
- by the Petrofka Bridge
- Anne is retiring as my assistant in May 07
- I will be retiring in April 08 in order to become a full time orchardist



Type & Size of Orchard

- Our Apple History
 - We met Rick Sawatzky at the U of S Horticulture on about March 2003
 - Started with 100 Root Stocks
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Type & Size of Orchard

- ❑ 2003 100
 - ❑ 2004 600 (500 OT3/100 OT8)
 - ❑ 2005 600
 - ❑ 2006 700 Total of 2000
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- ❑ Everything I know about the growing and caring of apple trees comes from Rick.
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110 Trees of 4-6-48



750 Trees of 18-10-32



250 Trees of 5-2-52



150 Trees of 4-10-43



Comments on U-Pick

- What to do with the apples in 2007 has been our main concern
 - Having a “U-Pick” will cause people to stop for sure
 - Here is what orcharists in Saskatchewan, and Quebec are saying
 - Having a “U-Pick” orchard is good.
 - “U-Pick” is a headache
 - It means they pick the big red ones and when the day is over you pick
 - Broken branches, bitten apples, the liability, they show up at all hours. Etc.
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Comments on U-Pick

- Despite any negative comments, we will have a “U-Pick” anyway.



U-Pick is not enough

- The world apple market is flooded
 - In B.C. they are uprooting their trees
 - Don't want to compete with Sun Ripe

 - A NICHE product will work
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Processing an Apple

- We thought of
 - Apple Cider (apple juice)
 - Apple pie filling
 - Apple pies
 - Apple sauce etc.
 - We approached 2 processing firms
 - This is when we realized that we were different.
 - Many firms will handle Strawberry, Raspberry, Black Current, Cherries, Saskatoons, etc.
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Processing an Apple

- However this BIG FRUIT!
 - Needs to be crushed and pressed and pasteurized to produce **Cider**
 - Needs to be peeled and cored to produce **pie filling** or **apple sauce**
 - Who has the EQUIPMENT.....?
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No one in Saskatchewan has the Equipment

- No one is set up, in Saskatchewan, to process that “Big Fruit”
 - The Saskatoon Food Center!
 - They don't have the equipment either but they have provided me with tons of information regarding pasteurization, labelling, bottling, packaging and they currently have done my shelf testing.
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\$9,500 U.S.

■ Fruit Press

- **ALARD EQUIPMENT CORP.**
6483 Lake Avenue
PO Box 57
Williamson, NY 14589-0057 U.S.A.

315-589-4511 (voice), 315-589-3871 (fax)



\$12,000 U.S.

- Apple Peeler / Corer



+/- \$ 18,000 U.S.

- Filter Press



\$ **** U.S.

- Apple Slicing Table



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- Meanwhile at home we now have a storage shed (32' X 48') that will accommodate
 - 12' X 12' freezing unit
 - 20' X 24' cooling unit
 - The left over will be our fruit stand..... “concession”
 - We can manage with a basic fruit press
 - Knowing that this is somewhat more labour intensive
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**GET MORE JUICE
FROM YOUR APPLES**

THE SECRET IS THE "APPLE
EATER" GRINDER WHICH REDUCES
THE FRUIT TO A FINE PULP.

Retractable Wheels and
Flipper are extra.

Here is our process at Petrofka

- The orchard will be patrolled in early morning and late evening.
 - The bitten, rotten or badly bruised apples will go in the garbage bin
 - While the others will be **deposited** into the cider containers
 - Apples will be stored in the cooler for approx. 2 months
 - Apples will then be crushed, the pulp will be pressed and the juice stored in 45 gallon food drums.
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Here is our process

- Just a few days later the drums will go to the food center for pasteurization @ 82 degrees celcius.
 - Cider will be bottle hot into 2 - 4 litre containers. The **labelled** containers put into boxes to make the trip back home
 - The bulk of the cider will be frozen and pulled out as needed for sale
 - Preservative might be added (asorbic acid) Vitamin "C" to improve the shelf life.
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Food Centre

- They are a big help in discussing
 - The processing of the apple
 - The labelling
 - The packaging
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U of S

- Rick was my “growing apple” coach
 - Bob Bors & Rick will provide the U of S history on their apple research
 - Linda Matthew – Marketing Research
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Conclusion

- Primary Processing
 - Two very popular words these days..
 - SFGA being the umbrella of all Saskatchewan fruit producers in Saskatchewan
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Apply Producers must unite

■ Why

- We definitely are unknown
 - The average apple orchard is 3 to 4 years old
 - The apples are coming....
 - What are we going to do with them
 - The governments want to know who we are
 - SFGA wants to know who we are
 - The News Media wants to tell our story
 - The U of S wants to see us succeed in the marketing.
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Why Unite?

- We can learn and help each other
 - We may never be exporting but we can be successful within our regions and province
 - There is a value chain opportunity for us right here.
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■ **Thanks!**

Question Period

- For Rick and/or Mike

