


Growing the Dream at The Honeyberry Farm

(and a few other places)



The story of growing our dream of producing and marketing berry crops - and a few other things along the way!

Jim & Bernis Ingvaldsen March 4, 2023
www.honeyberryusa.com

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Cold Hardy Fruit

Outline of the Dream

- Conception
- Exploration
- Germination
- Hibernation
- Multiplication
- Mentoring
- Equipping
- Adapting
- Advertising
- Educating
- Marketing
- Sharing

Jim & Bernis Ingvaldsen
The Honeyberry Farm, Waiparua, NZ
www.honeyberryusa.com
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Conception

Winter 2010
Dreaming of Spring




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First Planting

Two Bare-Root Plants

"Dead Sticks?"
50% survival rate




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Exploration

- Trip to Canada
- Googled Cold Hardy Fruit
- University of Saskatchewan breeding program - "Haskap"
- Visit to friend's farm



First honeyberries I tasted in Saskatchewan, Canada, 2010

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Germination

- Idea for small U-Pick
- Frugal Husband "How are you going to pay for them?"
- "I'll sell some!"





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Hibernation

Fall 2010

- Brought down bulk order from Canada
- Craigslist (oh - you need a license to sell plants?)
- 120 plants temporarily "heeled in" to garden area over winter

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Multiplication

- "I think you should bring down some more plants in the spring."
- November 2010 - launched www.honeyberryusa.com from our cabin 25 miles north of the headwaters of the Mississippi River
- Three haskap/honeyberry and two cherry varieties
- Spring 2011 planted ~<1 acre U-Pick (~800 bushes)




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2011

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2012 - Expansion

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2013

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Mentoring the Dream



- Personal as well as technical
- Establish Priorities
- Face those Fears
- Have Patience
- Relax - Have Faith!

Listen to advice and accept instruction, that you may gain wisdom in the future. Many are the plans in the mind of a man, but it is the purpose of the Lord that will stand.

King Solomon - Prov. 19:20,21

For what shall it profit a man, if he shall gain the whole world, and lose his own soul?

Jesus - Mark 8:34

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Equipping the Dream



Mulch layer, drip irrigation, water wheel planter, rototiller, chisel plow, weed badger, tractors, etc.

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Help with Hauling

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Zero turn mower

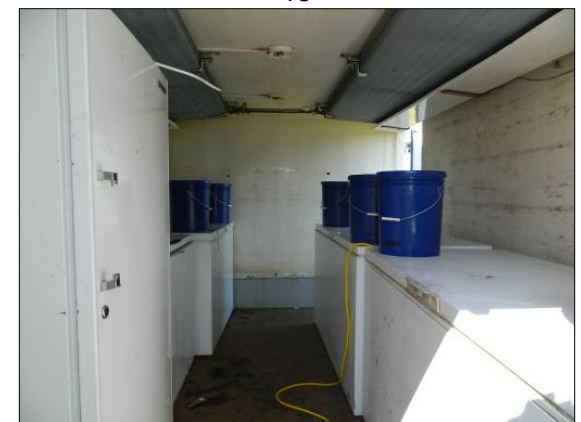
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When things don't turn out as expected

Compressor goes out on Ice Cream Freezer Van

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2017-06-06 - SmartNet Installed

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2017-06-16 - Straight Line Winds

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Orchard Quality (Plantra, Oesco)
vs off-the-shelf jumbled, tangled mess!

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**Innovative
Solutions**

Metigoshe Ministries Bible
Camp at Turtle Mountain

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When you do most things right:

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Spacing

Jerry Story, Iowa

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Jerry Story, Iowa

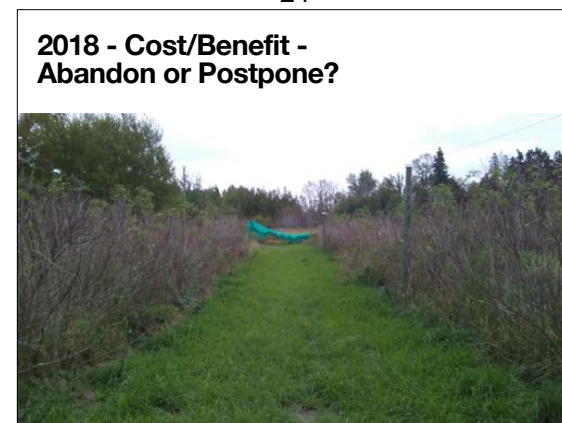
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Dream Management

2017 bumper elderberry crop

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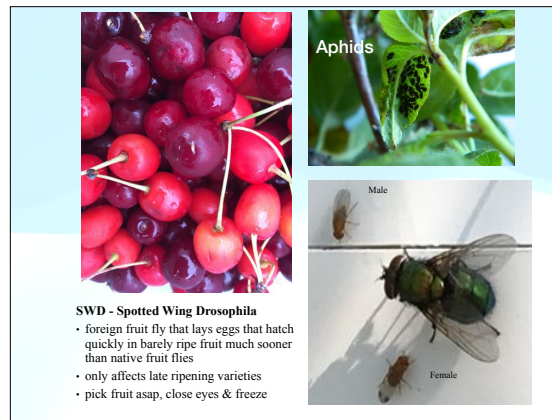


**2018 - Cost/Benefit -
Abandon or Postpone?**

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Fresh Fruit packaging & signage

Glacier Valley www.glacierv.com



Ice bags work great for 10 lb cherries!
cardboard baskets, "clam" shells,
picture signs & banners

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#9 Samples



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Restaurant Over the Hill Orchard, Saskatchewan



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#8 Weigh & Pay Station



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#7 Bags, Buckets & Wagons

Glacier Valley
Enterprises, WI
• \$12 Hip basket



Ison's Nursery & Vineyards, GA
• \$13 Picking Harness
• \$40 Harness & 18 quart bucket

Harbor Freight Wagon \$179



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Honeyberry harvest tips

- Hand picking 3 lbs/hour
- Wack branches - 20 lbs/hr
- Stick or "manure" rake!
- Mechanical "shaker"
- Tarp, drop sheet, paddling pool, etc.

- Remove debris after shaking



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6 Processing Station



Prairie Cherry Pit (haskap) - SK

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#5 Seating



Provide a place to sit both outside and inside the orchard

45

#4 Other Amenities



U-We Pick Saskatoons - Grandora, SK

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#3 Communications

Sign up your customers so you can notify them next year when picking starts

- o Facebook
- o Answering machine message
- o Text message list - <https://zapier.com/blog/best-sms-app/>
- o E-mail - www.mailchimp.com

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#2 Vegetables & Flowers



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#1 Antique Tractor Collection



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Advertising

- Facebook
- Craigslist
- Cable TV
- Newspaper - submit a story for free!



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Postcards

- Online Printing Companies (GotPrint/Vista Print)
- Info/Map on front
- Recipe on the back
- Postcard - back is blank



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Public Service/Education

Community Ed Classes

- orchard tour
- juicer-steamer
- elderberry elixer
- kombucha

Garden Clubs / Master Gardener Events

FALL TOUR OF THE HONEYBERRY FARM



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School Health Fair, Trade Shows



Pictures, edible samples, value added products, postcards, plants

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Field Days

- offer a service to the public and get free advertising in local

- o newspapers
- o radio stations
- o public TV



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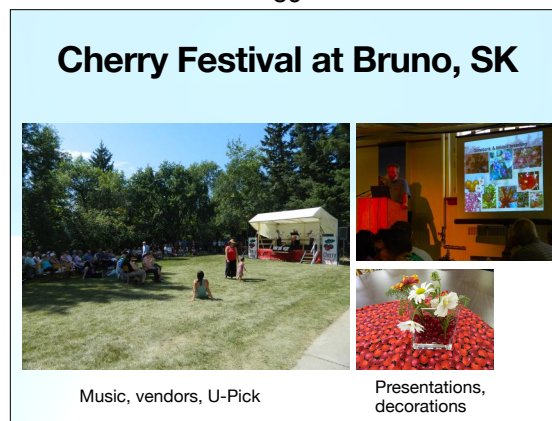
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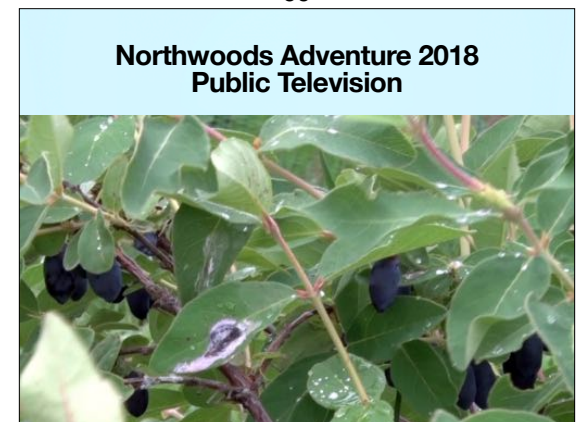
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