

# CrockerNuts an Ontario Experience



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# Agenda

- Introduction
- Environmental Factors
- What we do !
- Processing Nuts
- Processing Shed
- Diversification
- Consumer Awareness / Marketing
- Future Opportunities

# Introduction

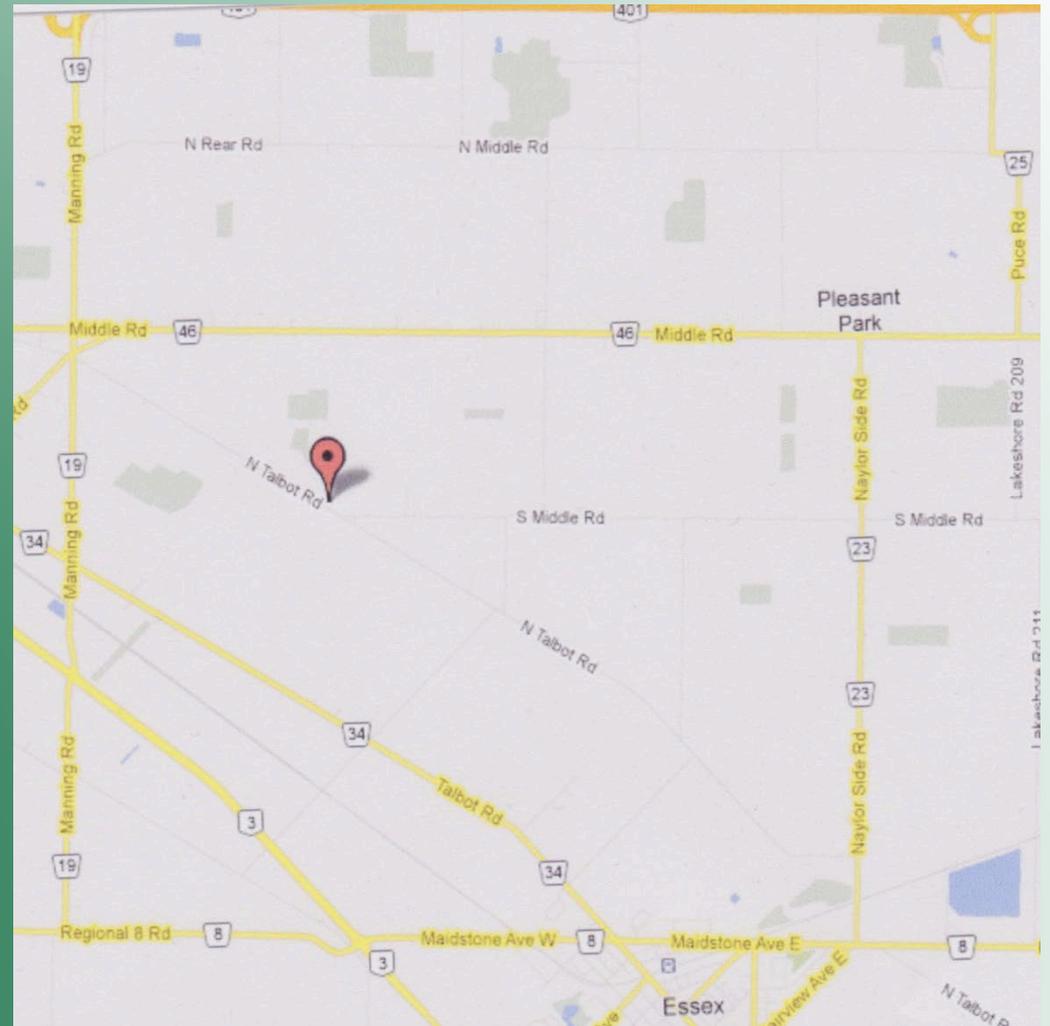
## Who we are...

- We are a mother and son with various skills and abilities that we use in managing our farm.
- We started planting nuts 7 years ago.
- We have planted a variety of different nut trees, including hazel nuts, northern pecan, heartnuts, english and black walnuts.
- We have started to diversify into other aspects of nut production.

# Introduction

Where we are...

- We are located at 272 North Talbot Rd. Maidstone, Ontario. Just outside the city of Essex.
- We have 22 acres planted in nut trees



# Introduction

## What we farm

- We have 800 - Hazel Nuts with 416 planted last year
- We have 350 - Heartnuts
- We have 95 - Northern Pecans
- We have 450 - Black Walnuts
- We have 400 - English Walnuts
- We have 36 solar panels to harvest the sun.

# Introduction



# Environmental Factors

- Soil Type
- Mean Hourly Humidity
- Temperature
- Average Rainfall
- Hours of Sunshine
- Mean Hourly Wind Speeds
- Climate Change
- Brookston Clay (BC-s)
- 99 kPa
- High 82.2°F – Low 17.4°F
- 36.1 inches
- 2265.0 Hours
- 12 – 19 Km/h

# *What we do.*

- Tree Maintenance
    - Tree planting
    - Watering
    - Fertilizing
    - Pest Monitoring
    - Pruning
      - Wood chipping
    - Soil Enhancement
  - Land Maintenance
    - Windbreak maintenance
    - Grass cutting
    - Weed control
    - Grass clipping collection
    - Composting
    - Soil improvement
- 
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graph TD; WC[Wood chipping] --> C[Composting]; GCC[Grass clipping collection] --> SI[Soil improvement];
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# Processing Nuts

- Harvest nuts
- Hull / Wash nuts
- Sanitize nuts
- Dry nuts
- Size nuts ----> Package inshell market
- Crack nuts
- Separate nut meat from shells
- Package ----> Shelled market
- Package shells ----> Secondary uses.

# Processing Shed

## Why a Processing Shed?

- Control the factors around the processing of nuts.
  - Ie. Quality Control, Process Control, Food Safety, Waste Collection
- Provide an environment for the efficient processing of nuts
- Facility for storage and packaging of nuts



# Processing Shed

- Where are we in the building process.
  - Installing electrical, plumbing ventilation, air exchanger, dust collection.
  - Getting quotes for food grade panelling.
  - Designing the layout and look of each of the different rooms.



# Diversification

1. Why nuts?
2. What is diversification?
3. Types of diversification
4. Benefits
5. Drawbacks/Pitfalls
6. Future exploration of opportunities
7. Consumer awareness, selling & marketing
8. Assistance required

# Why Nut Growing

Remember good ole days; bought farm

GREW

Worms - need fishermen/women

Organic veggies - survey

Spaghetti squash - Mexico; WW meet, thrown off

Garlic - North Korea, \$150

Young unknown politician - nuts

# *Types of Diversification*

1. Add different products to existing line,
  - e.g., blueberry shrubs to nut trees
2. Add products from same broad classification to
  - existing line; variants of same product
  - We have hazelnuts, heartnuts, northern pecans, Carpathian and black walnuts
3. Different uses of same product & by-products

# How Have We Diversified?

36 panel solar system

- Feb. 14 - March 14 received \$599.13 + HST

Make waste product useful - compost

Different types of nuts

- Hazelnuts, heartnuts, pecans, walnuts

Different variety of same nuts (different suppliers)

- Hazelnuts - 300 Grimo 5-6 varieties
  - 500 Oregon 8 varieties
  - Grow our own; also growing wild

# Benefits

Spread financial risk - blight, caterpillar

Spread time when \$ received & spent

Spread time when work is done. e.g.

- \* compost - spring; nut meats - fall;

- \* nut oil (salads) - summer;

Extra \$

Limit exposure to unexpected events

- \* weather, no Govt. \$ for some assistance;

political, buyer & socio-economic changes

# Pitfalls & Drawbacks

Extra product requires own \$ & other resources

- equipment (cracking, composting)

Much greater need for variety & complexity of knowledge

- tech, org. & sales skills, timing

Knowledge of processes, regs different

- food safety, environmental; moisture content
- conflicts & complaints involving these

Subject to greater variety of political interference

- lots municipal bodies & low-level EEs

more government ministries; each protect own turf

# Consumer Awareness/Marketing

## What we have done:

Buy Local network - best

Advertise in local print media

Attend functions; explain health benefits

Give away lots of free samples

Attend trade org. exhibitions

Contact industry members (hotels) by email

# Future Opportunities

Develop quality standards & how to satisfy

- Need clarification - what to control & degree

More effective/efficient equipment

More effective/efficient process & handling

Research into best products for area

- Product properties so can develop market
- Nutrient breakdown & documentation

By-product uses & structures to handle these

# ASSISTANCE REQUIRED

OMAFRA & Ag organizations (e.g. OFA)

Clarification & education re standards &  
degree to which these must be met

Publicity, advertising, lobbying

Documentation of health benefits & dissemination of this  
\$\$\$

Industry: Standard clarification; ON market focus