Pomegranate as a Commercial Enterprise in Florida.  

**REALLY?**

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The Antioxidant Superpower.

The power of pomegranate juice.
Opportunities: Plants and/or Fruit

- Fresh fruit grown conventionally or organically.
- Small farm enterprise with local marketing.
- Fruit grown for juice and blending.
- Ornamental uses.
- Edible landscape.
- Fresh-packed arils.
POMEGRANATE belongs with dates, figs and olives as a fruit of antiquity.
Brief Summary of Pom Traits

- Healthy juice and other parts.
- Easy to grow. Attractive flowers.
- Two flower types.
- Interesting fruit.
- Easy to propagate.
- Cold hardy.
- Fruits within 2 years.
- Salt tolerant.
- Not too many pests, but one major disease.
Brief Summary of Pom Traits

• Considerable diversity.
• Soft- to hard-seeded.
• Yellow to black skin.
• Soft-seeded, light colored ones not so cold hardy.
• Hard-seeded, deeply colored ones very cold hardy.
UF/IFAS/CREC Pom Project

• Collect pomegranate selections and cultivars and establish mother blocks.

• Propagate from the collection and provide plants to interested growers.

• Establish cooperative projects and evaluate the selections.
UF/IFAS/CREC Pom Project

• 100 accessions. Collections in Georgia.
• Two Foundation blocks: CREC and Water Conserv II.
• 75 cooperators ranging in size from a few plants to 200+.
• 7,000 plants with cooperators.
• 4-H and Master Gardener projects.
• Field Days and taste testing.
AFGANSKI, at 2 years of age, WCII, June 2011.
What’s the Deal?

• Dooryard foundation. Build commercial business.
• 3 years into UF project.
• Sufficient info for *innovators* and *early adopters* to take *risk*?
• Very promising, especially for small-farm enterprises.
• Commercial nurseries beginning to propagate.
www.crec.ifas.ufl.edu/extension/pomegranates