

Pomegranate as a Commercial Enterprise in Florida.

REALLY?

Bill Castle

UF/IFAS Professor Emeritus

Citrus Research and Education Center

Lake Alfred

bcastle@ufl.edu



The Antioxidant Superpower.

The power of
pomegranate juice:



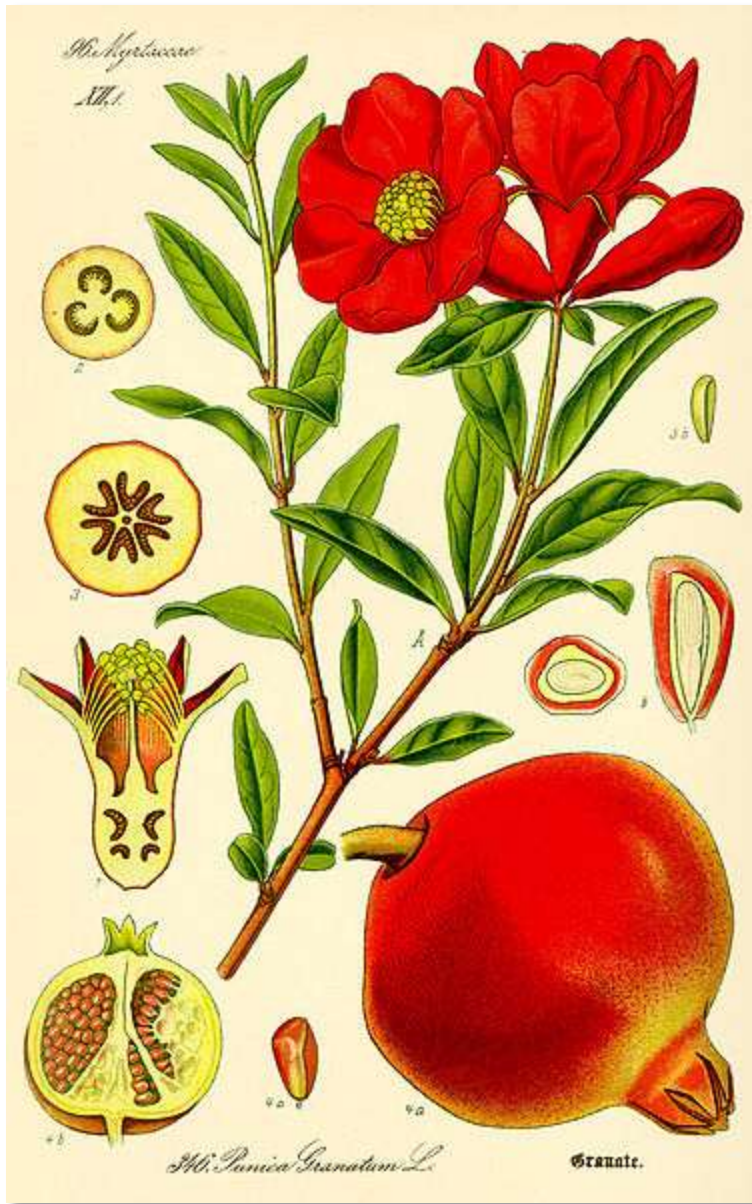
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Opportunities: Plants and/or Fruit

- **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.



Male

Perfect

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.



SHARI'S
[from Wakulla Co.]



'VIETNAM' WCII, 1 year

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

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Citrus Extension Alternative Crops

Due to increased disease pressure and high grove costs, growers are beginning to look into alternative crops. Alternative crops can be defined as a replacement crop or an additional crop in a business.



Related Sites

- HLB (Greening) Database

Resources

- Florida Citrus Pest Management Guide
- Citrus Greening Disease
- Citrus Black Spot
- Citrus Health Management Areas (CHMAs)
- Citrus Canker
- Asian Citrus Psyllid
- Pesticide Information

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