



Local Harvest

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Features

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Local Farm Profile: Nauman's Raspberries Galore

(2005 Buy Local! Buy Fresh! Map Listing #41)

Looking for a great country experience? You should check out Nauman's farm just north of Waterloo near Heidelberg. Since taking over the 75-acre farm from his parents in 1997, Hugh Nauman and his wife Anne have created a welcoming place for folks to pick a few berries, buy some produce, and enjoy the region's countryside at its finest. Hugh's parents were long-time vendors at both the Kitchener and Waterloo Farmers' markets so it's little wonder that Hugh and Anne got into the local produce business, starting off selling a quarter acre of pumpkins from a picnic table at the end of the lane. Nowadays, you'll be greeted at a cheerful farm store with colourful displays of local vegetables and fruits along with an assortment of pies, preserves and flowers.

In 2002, they expanded into raspberries, beginning with a full six acres of canes in a u-pick operation. Raspberries can be a difficult crop to grow and market, and this summer has been particularly challenging for local growers. The much-needed rainfall the second week of July saved many oth-



Ann Nauman and the well tended canes

er crops from shriveling, but pounding rain and strong winds damaged a third of the crop. The moisture, combined with the summer heat wave also created perfect conditions for mold on the berries. Nauman's well-ventilated raspberry canes are on trellises in carefully-pruned narrow rows so picking has continued—it does mean, however that the raspberry season will be shorter this year and much of the crop is too damaged to sell.

Despite the battle with Mother Nature, careful crop management has meant the cooler in the Nauman's Farm and Country Market is stocked with neatly arranged pint boxes of beautiful juicy raspberries. A specialty of theirs is a late variety called "Royalty"—a big and succulent purple berry. When Hugh tasted a purple "Royalty" raspberry for the first time he knew he had to grow it. It was bigger and juicier than any raspberry he'd ever had. The purple raspberries are now a favourite of many customers—some actually refusing to eat anything but purple raspberries! Nauman's also grow two red varieties: "Boyne" and "Nova" which are smaller, and not quite as juicy as the Royalty, but they ripen earlier and are packed with flavour. Another specialty at Nauman's is the "Black Jewel" variety with its own unique flavour.



Hugh Nauman—Nauman's Raspberries Galore

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Local Farm Profile continued

With Hugh's sense of humour, and flair with customers (he's been known to wear a pumpkin hat at public events) and Anne's keen sense of style and organization, the Naumans make a great team. The farm and market is beginning to flourish and it looks like it will keep going strong into the next generations. Already their daughter Christine is the mastermind designing and running their popular corn maze and her son, Damian, is only eight years old but helps out on the farm and is interested in following in his grandparents and great-grandparents farming footsteps.



Inside the Nauman's Farm Store

While Nauman's Farm is best known for raspberries and pumpkins, they've also expanded their Country Market and are carrying a wide selection of local fruits and vegetables (some sourced from the Elmira Produce Auction Cooperative) as well as other products such as flowers, jams and pies. Enhancing the "country experience" is the opportunity to tackle the 8 acre corn maze. The corn maze opens in August, and at \$3.00 a person (\$10 for a family of 4), it makes for affordable family fun. As September rolls around, the farm shifts themes and pumpkins, squash and gourds of all shapes and sizes abound. A large selection of autumn decorating items such as wheat sheaves and corn stalks will also help make your home a festive reflection of the harvest season.

When asked about the secret to successfully market local farms and products, Hugh stresses the importance of being visible. The farm has roadside signs at key locations—pointing the way to "Raspberries Galore" in summer and "Pumpkins Galore" during the fall. Hugh

is also a big fan of the Buy Local! Buy Fresh! Map and helps promote

it at their store. Along with newspaper ads and their website, the Nauman's also plan to promote their farm by offering free passes to their corn maze as a prize for radio contests. In order to succeed at marketing, the farmer has to be confident of the quality of their products and share this confidence as widely as possible. Of course, it's also helps when the farmers are outgoing "people persons." Both Anne and Hugh enjoy meeting and talking to customers—and it shows. They also learn a lot from their cus-

tomers as well and are open to suggestions. The result is loyal customers who visit frequently, many of whom are also becoming good friends.

Like many farmers, the Nauman's would like to see more efforts to educate consumers about farming and local food. This includes an appreciation for the true cost of producing fruits and vegetables. Hugh speculates that it is even harder for (produce) farms to be profitable in Waterloo Region because of the thrifty-ness of the local culture. Food prices are lower here than in other parts of Ontario. As a comparison, Ottawa Valley farms are able to charge \$4-4.50 per quart for strawberries in peak season while consumers pay \$3.00 per quart here. Why should prices vary so much for the farmers who are doing the same hard work? It may be that farmers themselves also have something to learn when it comes to marketing and pricing their products. If farmers understood that they did not have to "give the stuff away," as Hugh says, then they could all charge fairer prices, ensuring that more local farms have an opportunity to flourish.


For more information about Nauman's visit their website at www.naumanfarm.ca or call 699-5524. ●




Finding Local Raspberries

If you're looking for raspberries this summer consult Foodlink's Buy Local! Buy Fresh! Map. The new 2005 edition features a number of farms that sell raspberries—either "ready picked" or "pick-your own". You can also find some of these farmers selling at our region's farmers' markets. It's usually a good idea to call ahead.

 **Ivan and Elmeda Brubacher**
926 King St. North, Waterloo

 **Nauman's Raspberries Galore**
3250 Hessen Strasse, St. Clements
Tel. 699-5524


 **Rolling Acres Pick Your Own**
1235 Martin Creek Rd., Waterloo
Tel. 664-1337


 **Corn and More**
2050 Bleams Rd., Shingletown
Tel. 634-8903


 **Our Country Garden**
1867 Shellard Rd., Cambridge
Tel. 740-8120

 **J. Steckle Heritage Homestead**
811 Bleams Rd., Kitchener
Tel. 748-4690

 **Diversity Gardens**
1528 Notre Dame Dr., St. Agatha
Tel. 885-8775

 **Renemar Farm**
1956 New Jerusalem Rd., Elmira
Tel. 664-1019

 **Woodside Country Farm Produce Market**
770 Hawksville Rd., St. Jacobs
Tel. 664-2764

 **Floralane Produce**
2191 Arthur St. N., Elmira
Tel. 669-3167



“Raising Canes”

Fragrantly sweet with a subtly tart overtone and almost melt in your mouth texture, raspberries are a wonderfully delicious summertime experience. Raspberries, often termed “brambles”, are a diverse group of species and hybrids in the genus *Rubus*. They are members of the *Rosaceae* family, closely related to the strawberry. *Rubus* is one of the most diverse genera of flowering plants in the world, consisting of hundreds of species. The geographic distribution ranges from the Arctic Circle (Arctic berry) to the tropics (Mysore raspberry), and are native to every continent except Australia and Antarctica. All bramble fruits are aggregate fruits, which means they are formed by the aggregation of several smaller fruits, called drupelets. Each tiny bump has the same structure as a plum, cherry, or apricot—a thin skin with flesh beneath, and a pit in the center containing the seed. The drupelets are all attached to a structure called the receptacle, which is the fibrous central core of the fruit. In raspberries, the receptacle remains with the plant when fruit are picked, creating the hollow appearance of the harvested fruit.

Raspberries (*Rubus idaeus*) can trace a long history back to prehistoric times. As they are one of the first plants to follow forest fires and to spread into newly cleared lands, raspberries most likely crept into early fields and were harvested as a wild fruit. However, if raspberries were cultivated in ancient times there is little proof of it. Greek and Roman agricultural writers who lived before the common era do not mention the raspberry, though they have much to say about tree fruits and grapes. The red raspberry appears to have been abundant on Mount Ida, in the Caucasus Mountains of Asia Minor. It was called in Greek *Batos Idaia*, and in Latin *Rubus Idaea*, the Bramble of Mount Ida. By the 4th Century, Palladius, a Roman agriculturist, was maintaining records of domestication, and seeds have been discovered at Roman forts in Britain.

It is natural to assume that the Romans

initially spread the cultivation of red raspberries throughout Europe, however it was the English who hybridized and improved them throughout the Middle Ages and subsequently exported the plants to Canada and America in the late 1700's. The red raspberry in Europe did not attract enough attention to be called a cultivated fruit until the 16th century when, in 1548, Turner, the English herbalist, writes that ‘they grow in certayne gardines iin Englande.’ Nearly a century later, 1618, William Lawson, another English writer, in his *A New Orchard and Garden*, gives a pretty picture of a garden in which raspberries and currants border the paths. But it is not until 1629 that any writer on cultivated plants more than mentions the raspberry as a garden plant. In this year, Parkinson published his *Paradisi in Sole Paradisus Terrestris*, the third part of which is called The Orchard, and the first chapter of which is devoted to the raspberry. For a century after Parkinson, the raspberry was barely spoken of in the dozen or more garden and orchard books of the times. Then, in 1826, the Horticultural Society of London published a *Catalogue of Fruits* listing 23 kinds of raspberries.

There seems to be no mention in North America of the red raspberry as a garden fruit until 1771 when, in a list of plants to be sold by William Prince at Flushing Landing, N.Y., three raspberry varieties are offered for sale. However, early explorers and settlers on the Atlantic seaboard of-

ten mentioned the black raspberry as one of the delectable wild fruits of the country. Indeed, the black raspberry, which is native only to North America, was gathered by the Native Americans long before the arrival of the Europeans. For centuries, they have used raspberry leaf teas and extracts to treat pregnancy related conditions. The Chipewewa and Omaha used the roots to treat



such bowel problems such as dysentery and diarrhea. The Appalachia used the roots of various *Rubus* species to make a tea that was drunk for hemorrhaging or hemophilia. The ancient Greeks utilized the berries as a remedy for gout and the flowers and fruit were also used to treat venomous bites. Eating the berry was known to stop looseness of the bowels, and the young shoots, combined with a little alum, were eaten in a salad to fasten loose teeth.

We now know that the bark of the root and the leaves contain tannin, an astringent that is useful for treating diarrhea, wounds, sore



throats, and mouth ulcers. Raspberry leaf tea contains a smooth muscle stimulant that, in pregnant women, is used to strengthen the longitudinal muscles of the uterus, and thereby increase contractions and hasten birth. Both black and red raspberries contain

relatively high quantities of one particular tannin (or phytonutrient), ellagic acid, which helps prevent unwanted damage to cell membranes and other structures in the body by neutralizing overly reactive oxygen-containing molecules called free radicals. Red raspberry is most often the source of a dietary ellagic acid supplement sold in many health food stores.

In addition to their phytonutrient content, raspberries are filled with traditional nutrients, and are particularly high in B vitamins, manganese, vitamin C, riboflavin, folate, niacin, and dietary fiber. This combination of nutrients makes raspberries a great fruit choice for having minimal impact on blood sugars.

Key Actions

(a) Leaves

- astringent
- digestive remedy
- preparative for childbirth
- stimulant
- tonic

(b) Fruit

- diuretic
- diaphoretic
- cleanser
- laxative

Horticulture

Red raspberries differ from black raspberries by being more cold tolerant, higher yielding, less disease prone, and more suited to commercial market than black raspberries which are mostly grown

in home gardens or small retail farms. While the most common type of raspberry is red-pink in color, raspberries actually come in a range of colors including black, purple, orange, yellow and white. Both loganberries and boysenberries are hybrids of raspberries. Purple raspberries are hybrids between red and black raspberries, and have retained many of the characteristics of black raspberries.

How to Select and Store

As raspberries are highly perishable, they should only be purchased one or two days prior to use. Raspberries do not ripen further after picking, so for best quality, select fully ripe berries that are aromatic, firm, plump, brightly colored, and with no cores. If the cores are still attached, the berries were picked too early and will likely be too tart. If you are buying berries prepackaged in a container, make sure that they are not packed too tightly, which may cause them to become crushed and damaged, and that the container has no signs of stains or moisture, an indication of possible spoilage.

Extreme care should be taken in the storage of raspberries. Before placing in the refrigerator, remove any berries that are molded or spoiled so that they will not contaminate the others. Place the unwashed berries back in their original container or spread them out on a plate lined with a paper towel, then cover the plate with plastic wrap. Raspberries will keep fresh in the refrigerator for one or two days. Do not to leave raspberries at room temperature or exposed to sunlight for too long, as this will cause them to spoil.

Wash berries quickly in cold water just before using—do not soak them. Drain well and air dry, or softly pat them dry with a paper towel before using.

Raspberries freeze very well. After washing, arrange them in a single layer on a flat pan or cookie sheet and place them in the freezer. Once frozen, transfer the berries to a heavy plastic bag and return them to the freezer where they will keep for up to one year. Adding a bit of lemon juice to the raspberries will help to preserve their color. ●

Top 10 Countries (% of world raspberry production)

- | | |
|------------------------------|-----------------|
| 1. Russia (24%) | 6. Ukraine (5%) |
| 2. Serbia & Montenegro (23%) | 7. Hungary (4%) |
| 3. USA (13%) | 8. Canada (3%) |
| 4. Poland (11%) | 9. UK (2%) |
| 5. Germany (7%) | 10. France (2%) |

Raspberry production in Ontario (2004):

- 384 ha (950 acres)
- 635 tonnes (14,600,000 lbs)
- \$5,039/tonne (\$2.28/lb)
- farm value of \$3,200,000

Raspberry Vinaigrette

An easy raspberry vinaigrette can be used to dress salads or vegetables, or to marinate grilled meats or fish.

Make your own raspberry vinegar by soaking 3 cups of fresh raspberries in 1 1/2 cups of vinegar. Let sit for 1/2 hour. Strain vinegar by pushing raspberries with the back of a large spoon against the strainer. In a small bowl, whisk 1/4 cup of the raspberry vinegar, 1 clove minced garlic, 1 clove shallot minced, and 1 tbs. of rosemary finely chopped. Slowly whisk in 1 cup of fruity olive oil. Season with salt and pepper.

Recipe from the Ontario Berry Growers Association.