

Pawpaw Marketing Guide

Fresh Fruit Sales

Prices for Fresh Pawpaws:

Farmer's Market: \$1-2/lb

One tree can produce 10 lbs of fresh fruit per year. With a short shelf life of 3-5 days at room temperature or 1-3 weeks refrigerated, fresh fruit should be sold shortly after harvest. This makes it difficult to market to grocery stores. However, farmers markets and restaurants make excellent market options.

Benefits of Value-Added Products

With a short shelf life, it makes sense to create value-added products that can expand the life of a pawpaw. Not to mention the fact that value-added products, well, “add value!” Here are some examples of value-added pawpaw products

Culinary Markets

Is it a banana, pineapple, mango? When it comes to pawpaws, you can taste all three! With its exotic taste, pawpaws can be a local, yet exotic, culinary delight. Not only does it taste good, but it's also nutritious. Pawpaw's high protein count contains all of the essential amino acids. In terms of minerals, pawpaws have as much potassium as a banana and higher counts of calcium, iron, zinc, etc. than apples, bananas *and* oranges.



and their profitability at farmers markets, health food stores, etc.:

- ***Frozen Papaw Pulp: \$6/lb***
- ***Pawpaw Jam: \$6.50/8oz jar***
- ***Pawpaw Smoothie: \$3-4/12 oz cup***
- ***Pawpaw Vinaigrette: \$4/8oz jar***

Pawpaw Recipes: Creating Value-Added

Pawpaw Ice Cream



Photo & Recipe by:
<http://straightfromthefarm.net>

- 1 C. sugar
- 1 C. whole milk
- 1/4 t. salt
- 1 vanilla bean, split and scraped
- 3 egg yolk, lightly beaten
- 2 C. pawpaw pulp
- 1 T. lemon juice
- 2 C. heavy cream

Combine sugar, milk, salt, & vanilla bean/pods in a saucepan over low heat. Stir until mixture begins to simmer. Place egg yolks into a bowl. Gradually stir in 1/2 cup of the hot liquid to temper the eggs & return everything to the saucepan. Heat until thickened- 5 minutes. Remove from heat. Pour into a bowl & refrigerate for 2 hrs-overnight. Using a spoon, fish out the vanilla pods from the chilled custard. Stir in the pawpaw pulp & lemon juice. Whip the heavy cream until it forms soft peaks & gently fold into the custard mixture. Pour into an ice cream maker & freeze. Place mixture in freezer for 3-4hrs to firm up. When ice cream is done churning, scoop out into a container with a lid and place in freezer to firm up, about 3-4 hrs.

Pawpaw Cookies



Photo & Recipe by:
<http://www.garden.org>

- 3/4 cup pureed pawpaw pulp
- 1 cup all-purpose flour
- 1/2 tsp baking powder
- 1/4 cup butter
- 1/2 cup brown sugar
- 1 egg
- 1/2 cup black walnuts

Preheat the oven to 350°F & grease a large cookie sheet. Peel & seed fresh pawpaws & puree the fruit

in a food processor. Sift together the flour & baking powder & set aside. Cream the butter & sugar. Add the egg. Add the flour mixture & then add the pawpaw pulp. Chop half the nuts (reserve 16 pieces) & blend them into the mixture.

Drop by teaspoonfuls onto the prepared cookie sheet & press a piece of black walnut onto the top of each cookie. Bake 12 minutes or until lightly browned. Makes about 16 cookies.

Pawpaw Tales: Successful Cultivation & Marketing

Integration Acres Ltd.

Albany, OH

APPALACHIAN
sustainable
DEVELOPMENT

LIVING BETTER.
LOCALLY.

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With a mission of reintroducing the pawpaw back into modern diets, Integration Acres, Ltd. has been selling fresh pawpaws since 1996 and frozen pawpaw pulp since 1998.

Company founder, Chris Chmiel and his wife bought 18 acres in rural Athens County, Ohio. After noticing pawpaw fruits rotting on the ground throughout their property, they decided to look into better ways to utilize this native fruit. He set off on a journey, learning all he could about this fruit and gathering it for sale. From this, Integration Acres was born.

Integration Acres now helps local growers and gatherers in the region make money from a natural resource while also preserving pawpaws from destruction.

Due to the short shelf life of the pawpaw, Chmiel began pioneering work in the processing, freezing and jarring of pawpaws. Today Integration Acres is the world's largest pawpaw processor and supplier of pawpaw products. Integration Acres ships fresh fruit across the United States and holds an established line of jarred and frozen pawpaw products.