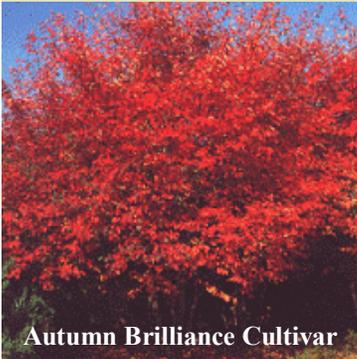


Serviceberry Cultivation & Marketing



Serviceberry was historically given its common name for flowering around the time of Easter services. With showy white flowers in the spring, tasty blueberry-like fruit, and vibrant fall foliage, this woody tree or shrub is a delightful addition to any home landscape throughout the year.

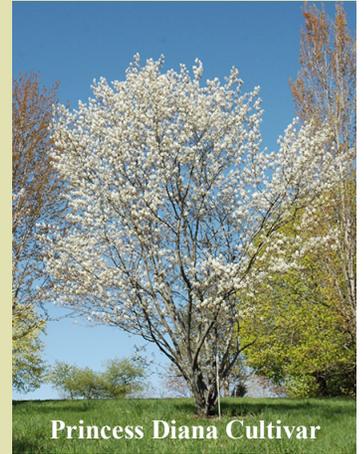


Autumn Brilliance Cultivar

Site Selection:

Select a site with the following conditions for best fruiting:

- Full Sun – Part Shade
- Moist, well-drained soils with a pH range between 5.5 and 7.0



Princess Diana Cultivar

Planting Seedlings:

There are a variety of species of Serviceberries, including Shadblow, Downy and Allegheny. Serviceberry can range from a shrub to a medium tree, depending upon the specie and pruning technique. Growing from 10-25' tall on average with a 10-20' crown width, Serviceberries should be spaced at **10-20' apart** and mulched at the base to prevent weeds and lock in moisture.

Tree Care:

Be sure to water heavily **every 10 days** until the tree is well established. Serviceberries hold their form well, so minimal pruning is required. As a member of the rose family, however, Serviceberries have similar disease problems. Spotting and defoliation can result from Entomosporium leaf spot, while fruit, twigs, foliage and buds can become disfigured by Cedar-serviceberry rust. Choosing disease resistant varieties, like Princess Dianna and Autumn Brilliance, will decrease the chances of these diseases.



Sources of Information & Local Nurseries:

- **Clemson University:** <http://www.clemson.edu/extension/hgic/plants/pdf/hgic1026.pdf>
- **USDA:** http://plants.usda.gov/plantguide/pdf/pg_amar3.pdf
- **Thomas Hollow Nursery & Hidden Springs Nursery**

Phone: 276.623.1121
Fax: 276.623.1353
Find us on Facebook!

APPALACHIAN
sustainable
DEVELOPMENT

Address: 121 Russell Rd,
Abingdon VA 24210
Website: www.asdevelop.org

Harvesting

Serviceberries can be harvested June-August. Resembling a blueberry, serviceberries are about 1/4" thick and become red before ripening. Over 40 species of birds see serviceberries as their favorite spring and summer-time treat. Be sure to harvest before the birds!

Storage

Freezing serviceberries can increase their shelf life and ensure that you have serviceberries to eat all season long!



Marketing

A healthy super-fruit, high in iron, Vitamin C and copper, serviceberries have a sweet flavor with a touch of almond from the seeds. Traditionally, they were used to treat stomach and liver problems, while the juice was used as a dye. The berries can be eaten fresh, frozen in smoothies or cooked in desserts like cupcakes. Creating value-added products like cupcakes, can yield higher profits.



Serviceberry Cupcakes

- 1 1/2 cups flour
- 2/3 cups sugar
- 1 large egg
- 1 1/2 tsp baking powder
- 1/4 tsp salt
- 1/4 cup butter, melted
- Zest 1 lemon
- 1/8 tsp baking soda
- 1 cup serviceberry
- 1/2 cup buttermilk
- 1/2 cup milk

Preheat oven to 350 degrees. In a large bowl, sift together flour, sugar, baking powder, salt, and baking soda. Blend melted butter and egg in another medium sized bowl. Add buttermilk, milk, and zest to the butter and egg mixture and mix until incorporated. Mix buttermilk mixture to flour mixture until incorporated. Fold berries into batter. Distribute mixture evenly among muffin cups after lining. Bake for 22-25 minutes or until a toothpick comes out clean. Cool in a pan for 5 minutes before moving to a cooling rack to cool completely.

Butter Cream Frosting

- 1/4 cup cream cheese
- 2 tbs butter
- Zest 1 lemon
- 1 tsp vanilla extract
- 1/8 tsp salt
- 2 cups powdered sugar
- Juice 1/2 lemon
- Mashed serviceberry

Blend cream cheese, butter, zest, vanilla, and salt in a bowl. Gradually add powdered sugar until just incorporated. Stir in lemon juice and berries. Spread or pipe frosting onto cupcakes and garnish with a berry.

Photo/Recipe By: <http://www.youngidealisticbaker.com/2011/08/serviceberry-cupcakes-from-street.html>