EXPLORING ETHNIC VEGETABLES

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Steamed vegetables.
Marketing

- Before you plant, know how to sell it
Know Your Market

- Who are your customers?
- May not be someone who has shopped with you before
- Attract new shoppers
- Locate ethnic retail shops
Demographics

- US Census Bureau
- State & county Quickfacts
- Map of US – select NY
- Drop box asks for county (another box asks for city) hit “Go”
Ethnic Information

- Gives ethnic breakdown
- Asian
- Hispanic or Latino
- People born in foreign countries
- Language other than English spoken at home
Ontario County

- Gives ethnic breakdown (pop 107931)
- Asian... (1079)
- Hispanic or Latino... (3659)
- People born in foreign countries... (>3450)
- Language other than English spoken at home... (>5400)
Other Sources

- Churches
- Community groups
- Cultural centers
Other Ethnicities & Heritage

- Greek
- Turkish
- Bosnian
- Hindi
- Pakistani
- Somali
- Burmese
- Polish
- German
- Italian
- Afro-American
- Jewish
Outreach

- Advertise your products
- Flyers
- Bulletin boards
- Churches
- Colleges
BOOKS AND RESOURCES

1. Asian Vegetables
2. Edible Mexican Garden
3. The Jewish Gardening Cookbook
KNOW WHAT YOUR GROWING

※ $7 used on Amazon
MUSTARDS

Tendergreen

Celtuce
Vitamin Greens
Komatsuna

Mibuna
Mibuna
Komatsuna "Hiroshimana"
Chinese Mustard “Bau Sin”
Brassicas
Chinese Kale “Kailaan”
Small Cabbages

Tropic Queen  Pai Tsai
Chin-Chiang

“Summer Boy”

“Long Green Petiole”
Chinese Napa Cabbage
“China Express”
Chinese Celery Cabbage
Dwarf or Baby Pac Choi
Joi Choi
Perilla
Chop Suey Greens (Edible Chrysanthemum)
Yard-Long, Winged, Hyacinth Beans
Cross-Cultural Varieties

- Similarities and differences
- All in the name sometimes
- Background
Amaranth
Mexican – Central American Beans
Peppers
Add Signage
What’s in a name?

Recognition

Pac Choi
Pak choi, Bok choy
Shakushina
Cai thuong ha
SPRING GREEN VEGETABLE TRIAL
CHERVIL
MINUTINA
Claytonia  (Miner’s lettuce)
Arugula
Curly Parsley
Italian Parsley “Gigante”
Misome
WHITE KALE
Lolla Rossa
Lettuce "Catalogna"
Lettuce “Green Butterhead”
Lettuce “Italian Red Perella”
Lettuce “Webb’s Wonderful”
Lettuce “Cappuccio Tricaderi La Preferita”
Giant Red Mustard
Upland Cress
Broadleaf Cress
Curly Cress
Wrinkled Cress
Kale “Red Peacock”
Kale “White Peacock”