

# **EXPLORING ETHNIC VEGETABLES**



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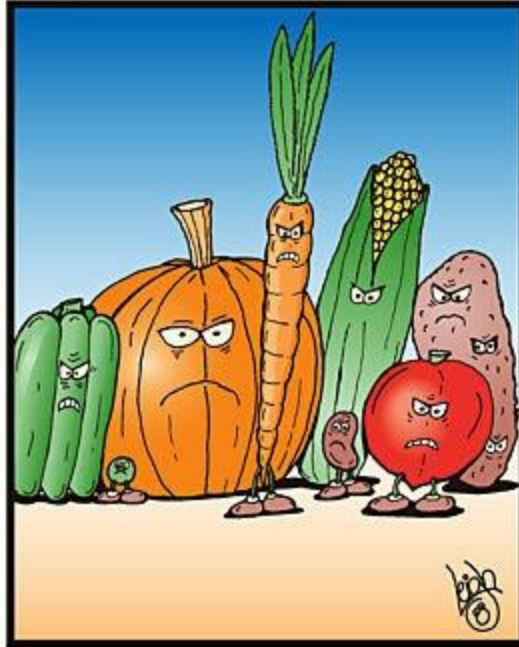
**Cornell Vegetable Team**

**Western Region Fresh Market**

**Specialist**

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ROBES®



Steamed vegetables.



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# Marketing



⌘ Before you plant, know how to sell it

# Know Your Market

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- ⌘ 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

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- ⌘ 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

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⌘ Greek

⌘ Turkish

⌘ Bosnian

⌘ Hindi

⌘ Pakistani

⌘ Somali

⌘ Burmese

⌘ Polish

⌘ German

⌘ Italian

⌘ Afro-American

⌘ Jewish

# Outreach



⌘ Advertise your products

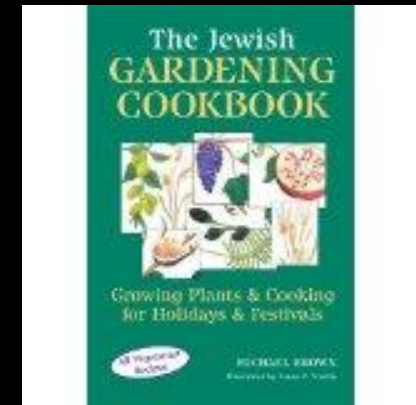
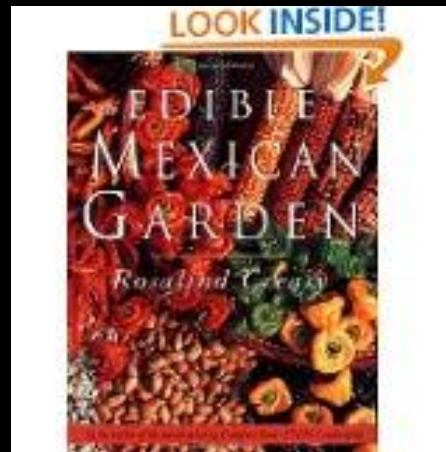
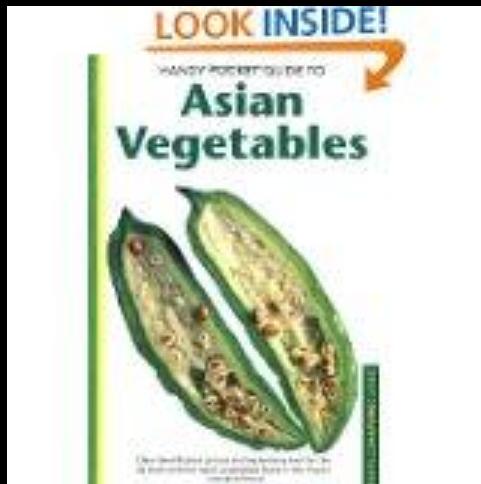
⌘ Flyers

⌘ Bulletin boards

⌘ Churches

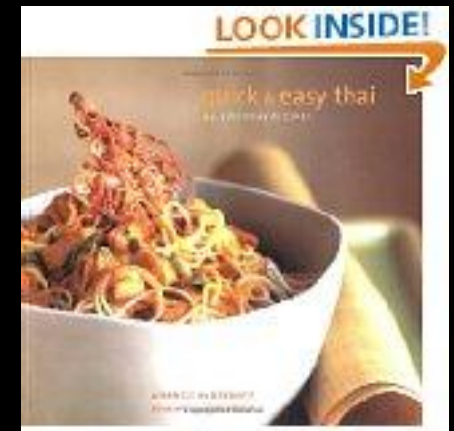
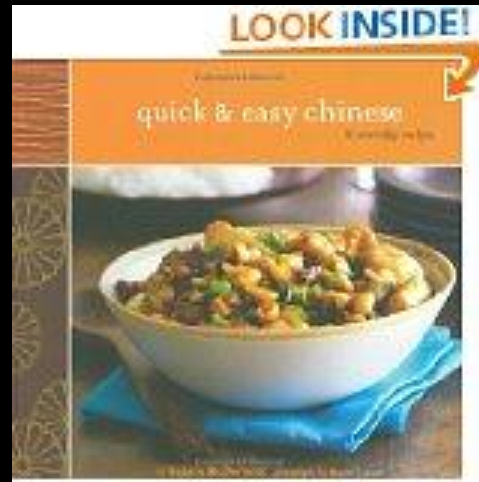
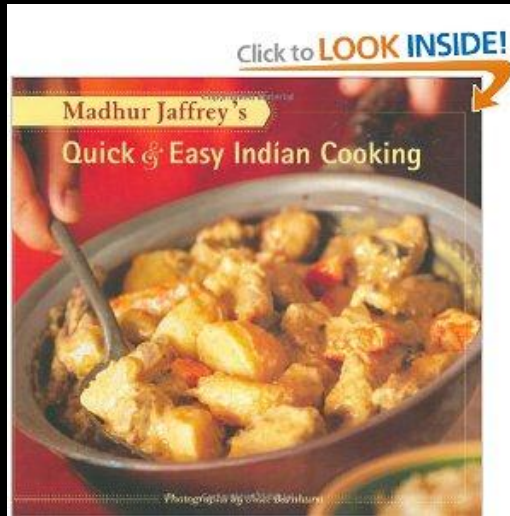
⌘ Colleges

# BOOKS AND RESOURCES



# KNOW WHAT YOUR GROWING

⌘ \$7 used on Amazon



# Asian Vegetables



# MUSTARDS

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**Tendergreen**



**Celtuce**



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**Mizuna**



**Misome**



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**Yukima Savoy**



**Tah Tsai**





# Vitamin Greens



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**Komatsuna**



**Mibuna**



# Mibuna



**Komatsuna "Sempatsai"**



**Komatsuna "Tokyo"**



# Komatsuna “Hiroshimana”

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**Peacock's Tail**



**Autumn Poem**



# Chinese Mustard “Bau Sin”

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# Brassicas





# Chinese Kale “Kailaan”



# Small Cabbages

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**Tropic Queen**



**Pai Tsai**



# Chin-Chiang

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“Summer Boy”



“Long Green Petiole”



# Chinese Napa Cabbage

## “China Express”

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# Chinese Celery Cabbage

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# Dwarf or Baby Pac Choi

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# Joi Choi



# Perilla

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# Chop Suey Greens (Edible Chrysanthemum)

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# Yard-Long, Winged, Hyacinth Beans

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# Cross-Cultural Varieties



- ⌘ Similarities and differences
- ⌘ All in the name sometimes
- ⌘ Background

# Amaranth

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# Mexican – Central American Beans

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# Peppers

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# Add Signage



# ⌘ What's in a name?

## Recognition

Pac Choi

Pak choi, Bok choy

Shakushina

Cai thuong ha








# **SPRING GREEN VEGETABLE TRIAL**



A photograph of a young carrot plant in a garden bed. The plant has bright green, finely divided, feathery leaves. It is growing in dark brown soil. A white rectangular label is placed in the soil behind the plant, with the word "CHERVIL" written on it in black, hand-drawn capital letters. A small metal paperclip is visible at the top edge of the label, securing it to the soil. The background shows more soil and some other green plants.





# Claytonia (Miner's lettuce)



# Arugula



# Curly Parsley





# Italian Parsley “Gigante”



# Misome



A photograph of a garden bed filled with lush green white kale plants. The leaves are large and have a distinctively crinkled or ruffled texture. A small white rectangular label is clipped to one of the plants, with the words "WHITE KALE" written in black marker. The background shows more of the same plants, creating a dense field of green. The lighting is bright, suggesting a sunny day.

WHITE KALE



CURLY KALE





PENTLAND  
BRIG



KALE KONSERVA







SIMPSON  
ELITE

# Lettuce “Catalogna”

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# Lettuce “Green Butterhead”



# Lettuce “Italian Red Perella”

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# 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”

