

# Louisiana Mayhaw Association Newsletter

March 2010

## Message from the President

Hello Everyone!

I hope everyone is having a great start for 2010! It's hard to believe that this last year flew by so fast and that we are already heading into February and the grafting season. We've witnessed weather last year that has astounded, devastated and amazed us, but we still managed to get our crops in before the rains started.

I would like to thank the Board and the Association for the faith you have shown in electing me as your President. I would also like to thank the new Board and all the committee members for their dedication and hard work to make the 2010-2011 year the best ever. The Board recommended and the membership voted (which everyone agreed would make us a stronger and better organization) to amend the Association's constitution by removing the restriction on non-Louisiana residents holding office, and this is how you ended up with me.

Mark your calendar!! We are only three months away from our 15th Annual Mayhaw Conference and Field Day, which will be held on April 10<sup>th</sup> in Dry Prong, LA. The planning and preparation has already been underway for the past five months. Our board of directors, officers, and advisors are planning an interesting and informative meeting. We will have a specialist from LSU grafting some 'Maxine' scion wood on some young trees that will be given away as door prizes! We will also have two of the top experts in their field extracting juice using two different methods during the meeting. Many of you have already had the opportunity to tour Elmer Langston's Little Eden Orchard, but this year you will see it in full bloom with some fruit set. You don't want to miss this scene. It is truly one of the finest and oldest in the Association! With 2,500 trees and counting, this orchard will show you what you can have with dedication and a little hard work. We will also be having the cooking contest, which is one of my favorites. It gets better every year! Get ready to be amazed when you taste each and every entry.

These are just a few of the highlights that we have in store for you at this year's Conference. I hope everyone can attend and I encourage you to be on the lookout for membership opportunities by inviting any growers you know to come to the Conference with you. If you can't come this year, please send us your updated contact information along with annual membership renewals for 2010.

We look forward to seeing everyone at the 15th L.M.A. Annual Conference and feel certain that the informative seminars, fellowship with old and new friends, and really good food (Bro. Eaves and friends will be cooking our lunch) will be worth your coming. We are also working to improve our L.M.A. website. Please visit the site and send in your comments and suggestions. A registration form and location map for the conference is attached to this newsletter and will also be on our L.M.A website (<http://mayhaw.org>).

In closing, I wish you a successful harvesting season in 2010. With a little cooperation from Mother Nature and good management practices we're confident you will be well set for a record year of yield and success with your mayhaw crop.

Happy harvesting..... Paul McLaughlin



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**Elmer Langston**

**April 10, 2010**

**Mark your calendar for  
the 15th Annual Mayhaw  
Conference and Field  
Day in Dry Prong, LA**

**Notes From  
the Editors**

This newsletter has, in addition to current articles, reprints of articles by several mayhaw pioneers. Mr. T.O. Warren and Mr. Sherwood Akin have gone to Glory and their articles are good memories. Bobby Talbert's article on "Mayhaws and Their Names" fits with Mr. Akin's story about "Super Spur" and Mr. Eaves "Maxine" story. Some of the information in the older articles has changed with time. We post dates to advise of their original publication date. We hope you enjoy the current and the reminiscent.

The editors,

Rhonda Rudder and Paul McLaughlin, El Dorado, AR, and Jerry Iverson, Monroe, LA

**15<sup>th</sup> Annual Mayhaw Conference and Field Day**

The Louisiana Mayhaw Association Conference and Field Day will be held Saturday, April 10, 2010 at the Gates Woodmen of the World facility (3232 Dyson Creek Rd.) in Dry Prong, LA 71423. It is south of Dry Prong, off of Hwy. 167. See newsletter map for directions. To pre-register, please fill out the registration form included in this newsletter or print the form from our website, [www.mayhaw.org](http://www.mayhaw.org), and mail by March 30, 2010 to:

Louisiana Mayhaw Association  
P.O. Box 382  
Jackson, LA 70748

Pre-registration will help us plan our meal. Conference registration and visiting with exhibitors will be from 8:15 to 9:00 AM. The conference will then begin with informative lectures, presentations, cooking contest, meal and optional orchard tour at Elmer Langston's Little Eden Orchard. Activities will conclude early afternoon. For those of you who will be traveling and need a place to stay, you can find lodging at the following hotels or at other locations in the Pineville.

**Sleep Inn & Suites**  
3411 Monroe Highway  
Pineville, LA 71360  
(318) 640-8505

**Days Inn of Pineville**  
11 Lord of Lords Ave.  
Pineville, LA 71360  
(318) 640-5818

**Motel Max**  
9639 Highway 165  
Pollock, LA 71467  
318-765-2808

(Speak to Joann at Motel Max for Mayhaw Conference group rate of \$65 on Friday 4/9)

**MAYHAW & THEIR NAMES**

*(Reprinted and edited article from the 2000 Louisiana Mayhaw Association Newsletter)*

By **Bobby Talbert**, 476 Pine Knot Lane, Milam, TX 75959

There are many different named varieties of mayhaw trees out there and many people wonder where their names originated. There are four basic groups of name sources for the mayhaws we have today which help distinguish one selection or variety from another.

'Superspur,' for example, is named for its tree characteristics. It has a high volume of fruiting spurs along the branching structure.

Other trees are named after the people who found them or for someone they know. Examples include T.O. Warren's 'Superberry', 'Marline', 'Betsy', etc.

Still other names relate to the berry characteristics. Names such as 'Heavy', 'Crimson', 'Goldie', and 'Big Red' apply here.

The final source of names relates to the location where the trees were found. 'Winnie-7' and 'G-2' are good examples.

A lot of mayhaw names will, no doubt, fade over time as newer selections are made. This trend parallels the apple industry which has had over a thousand named varieties.

I have been asked what the “G” stands for in the named varieties originating from our farm. The “G” stands for Gist, which is a small town in Texas. Gist has a vast mayhaw flat with fantastic selections of wild mayhaw trees. As we followed individual trees in the flat we gave each tree a code number in association with its loca-

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## **THE MAXINE TREE STORY**

By James M. Eaves Sr.

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When my late wife & I started in the mayhaw business in 1990 we never dreamed it would turn into such a great passion for the two of us. Our first trees were pulled up from Bearhead Branch which runs through our property and is loaded with mayhaw trees. I don't know why the location where we found the 'Maxine' tree still sticks in my mind, but I can still walk to the spot from where it came.

The tree was pulled up and put in our orchard in 1992. The second year after transplanting, I noticed it was a very late bloomer so we marked it as a project to watch. The berries were large, had a great taste and were very resistant to fire blight. The third year the same thing happened. I talked to Billy Craft and Bobby Talbert about this unusual tree. They both visited our orchard and looked at the tree agreeing it was exceptional. Billy came the next year when it was blooming, collected pollen and later got cuttings. I told Billy that he could have all the cuttings he wanted, but any trees must be named 'Maxine.' By this time, it was producing five to six gallons of berries. This was probably around 1996. The tree has continued to flourish and become a great producer of our beloved fruit. Last year (2009) I harvested approximately thirty-five gallons of fruit from it.

My wife, Maxine passed away in 2004 and that tree was her pride and joy. Anyone who came to our place for a visit had to go see her tree. I just wish she could be around to see how it has matured. Johnnie Smith of J&D Nursery has gotten a lot of cuttings from it as have people from Georgia, Florida, Texas, Mississippi, and other locations. My only hope is that all the people that have this tree in their orchard enjoy it as much as I do. When I look at the tree I always think of her.

## **MAYHAW "COMING OUT OF THE SWAMP"**

*(Reprinted and edited article from the 1997 Louisiana Mayhaw Association Newsletter)*

By J. S. Akin, P. O. Box 6, Sibley, LA 71073

The Mayhaw (*Crataegus opaca* and *Crataegus aestivalis*) is a wild fruit found along the river bottoms and swamps from the Trinity River of Texas, east to Georgia and Florida. During the early days when land was open and unfenced, a favorite spring adventure was a family expedition into the "wilderness" to gather mayhaws. The fruit ripens in mid-April and early May, hence the name "mayhaw." It has the appearance of miniature, round apples and is generally pleasant to eat fresh, when fully ripe. In its native surroundings, the mayhaw is found in swampy wastelands, away from settled areas. An effective harvesting technique is to spread a sheet of material under the trees and shake the ripe fruit onto it. If the marsh is flooded, the fruit floats on the water and may be conveniently scooped up without interference from the underlying brush and muck.

Today, almost all the land where mayhaws grow wild is fenced or cleared and inaccessible. Times have changed and this generation has lost the tradition and is generally reluctant to venture into the "snaky" thickets for any purpose. In fact, there is a great need to discover and preserve remaining good varieties of mayhaws before they are lost forever.

If you mention "mayhaws" to this generation of gardeners, they conjure up the image of a spiny bush like the *Pyracantha*, to which the mayhaw is closely related. But, mention "mayhaw" to an old timer in the South and his eyes light up with fond memories. Likely he will recall wonderful family outings and will try to describe the wonder of hot biscuits, butter and mayhaw jelly.

The fresh, raw fruit of a mayhaw is edible and the nose recognizes the delightful fragrance from afar, but it is not really attractive as a desert fruit. By contrast, mayhaw jelly is widely known as "tops." It has a unique fragrance and an indescribable wild flavor which fingers on the tongue in a perfect balance of sweetness, tartness and fruity flavor. Just about everyone who tries it, immediately declares mayhaw jelly to be about the best known to mankind. Of course, recipes using blackberries, apples, or quince can be directly applied to mayhaws.

There are a number of ways of making mayhaw jelly. In the olden days, the fruit was simmered to soften the tissue and the juice extracted. The juice was then boiled with equal parts sugar until ready. Something is lost in prolonged cooking, though. A modern recipe which preserves the best flavor and extends the quantity is the short-cook method. Take the recipe strip out of the Sur-Jell package and use the "Jam" recipe - which calls for 5 cups juice and 7 cups sugar with one package Sur-Jell. One gallon of mayhaws should produce ten cups of juice (if it doesn't, add enough water to make the ten cups). This will make two cookings and produce ten pints of delicious jelly. Those who prefer milder jelly will cook the mayhaws two and even three times and mix the juice for uniform flavor. The old fashioned test is still a good one for determining the proper firmness. The cook dips a large spoon high in the boiling mixture and lets the syrup sheet off the spoon and back into the pan. When the jelly drops in two distinct streams, it will be just right.

For the mayhaw to become a successful orchard fruit, it has to be brought out of the swamp, be made to bear regularly and have fruit sufficiently large to harvest easily. This has been accomplished and the fruit is now being tried throughout the country. Although mayhaws are found in wet, poorly drained soil in the wild, they do relish good friable soils and will respond to normal orchard fertilizers. Mr. Henry Converse reports the mayhaw to thrive in Kentucky, while I have grown them for several years in Louisiana soils ranging from

marshy to upland with equal success. In fact, the mayhaw may be grown just about anywhere that apples, pears and peaches are planted.

Since closely related *Crataegus* (Hawthorn) species are native to just about every part of the country, there is a good opportunity to graft selected mayhaws onto stock growing locally. I have found the parsley haw or red haw (*Crataegus marshalii*) to be an excellent rootstock for mayhaws, with the added feature of dwarfing the trees so they reach a maximum height of about 10-15 ft. I saw a mayhaw tree near Hattiesburg, MS which had reached a trunk diameter of over two feet and a limb spread of over 35 ft. The tree was set out in a sandy pine field around the turn of the century. Most mayhaws in a swamp will fruit in two to four years depending on the size and age of the rootstock, growing conditions and care. Rooted cuttings and seedlings will bear in four to six years.

With an orchard of over 900 trees, I have found a spacing of 20' x 20' between trees to be about optimum as the trees get much larger in the orchard than they do in the swamp. Surprisingly, cultivated mayhaws are very consistent in production as compared to erratic behavior in the wild. There has never been a crop failure in my orchard. When a market has been established, they will provide a crop which is different from more common fruits and hence free from competition - at least for a while. Probably the greatest future of mayhaws is in the home garden or orchard. For this purpose planting grafted, superior fruiting trees is important to get the most production from your limited space.

The mayhaw is quite an ornamental landscaping tree. It grows as a small tree of rounded form. The dark green leaves are simple, slightly lobed at the base, about twice as long as wide. In the fall, they turn yellow after the first frost. After the leaves fall, the bare tree is also attractive. The trunk is whitish, with twigs of reddish or brown hue. The twigs, as in most hawthorns, have spines or thorns. The mayhaw flowers in February and March, at which time it is covered with a profusion of white blossoms about one inch in diameter. In April and May, the tree is loaded with brilliant red or orange fruit. Throughout the year a mayhaw tree provides a dramatic accent in the garden or landscape.

Unlike most fruit trees, the mayhaw is nearly trouble free. In the blooming stage, it easily survives cold which damages other fruit. The tree itself will withstand temperatures well below 0 degrees F. Mr. Henry Converse reports gathering mayhaws from his trees in Paducah, KY after an official low of -13 degrees F., with winds of 36 mph. This tolerance level extends the geographical potential of a wonderful jelly fruit far beyond anyone's expectation and offers a multitude of people the opportunity to enjoy a taste they will never forget. The tree and fruit is also resistant to insects and diseases which plague apple, pear and peach orchards. It thrives without spraying or care, except for the occasional onslaught of quince rust which can be controlled by two sprays of Maneb, beginning at bloom bud stage.

'Super Spur' is a member of the *Crataegus opaca* species, which fruits a year or two ahead of *Crataegus aestivalis*. As for fruitfulness, a single tree can provide all the fruit a family needs. I harvested 86 gallons of fruit from my original 'Super Spur' tree in the spring of 1984. Among several selections of superior trees made from the wild through the years, this one particular clone is far and away the best anyone has ever seen. A tree with a true 'fruit-spur' growth habit, it is quite vigorous and nearly free of thorns, which is most unusual in the *Crataegus* genus. The fruit averages 3/4 inches in diameter and is bright red, globular in shape and resembles a miniature apple. Another desirable trait is the extreme resistance of the fruit to worm damage.



## NOTES ABOUT RUSTS

*(Reprinted and edited article from the 1992 Louisiana Mayhaw Association Newsletter)*

By T. O. Warren

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*(Editorial note - The taxonomic names for cedar-apple rust, hawthorn rust and quince rust are *Gymnosporangium juniperi-virginianae*, *G. globosum*, and *G. clavipes*, respectively. Their life cycles are quite complex and have many similar characteristics. All three of them require two hosts – a deciduous member of the Rose family (for our point of discussion, mayhaws) and an evergreen (typically the Eastern red cedar) – to complete their disease cycle. Identifying the differences between these rusts on both the deciduous and evergreen hosts require a keen eye and diligent mindset, particularly when symptoms overlap, or there is more than one rust present on an infected individual, or there are occasional deviances from the norm (in host or disease) within a population. In a sense of appreciation for his pioneering work with mayhaws, we share this historical article by the late Mr. T.O. Warren. It is inquisitive individuals like him who benefit common practitioners when they search for answers or challenge existing knowledge. We hope you enjoy his insight from when the article was written.)*

After watching the cycles and traits of several rusts over the years, I believe there needs to be further research on the various types of rusts. We tend to inter-mix the rusts incorrectly on plants we sometimes write about and this misleads the reader. I want to take this opportunity to look at the more common rusts we work with.

The three types of rusts I will discuss are hawthorn, quince, and apple cedar rust. Are they the same? Is quince rust and apple cedar rust the same? No, definitely not, as I will explain later. However, I do consider hawthorn rust and quince rust to be one and the same. Apple cedar rust is a rust all to itself.

Assuming hawthorn rust and quince rust are the same, what are their differences? Many people are now growing mayhaws with apples and they see quince rust affecting the mayhaws and other species of hawthorns, while apple cedar rust affects apples, particularly in the South. However, apple cedar rust will also appear on the leaves of some *Crataegus* species. In order to determine the differences between the two rusts, we need to look at nature's results. There are many differences between quince rust and apple cedar rust even though the red cedar is the host plant that over winters both rust spores carrying them into spring.

First, apple cedar rust affects, or infects, the leaves of apples with many brown, orange leaf spots. I have never seen it on apple fruits or the growing shoots of apples, just the leaves. The leaf spots of apple cedar rust do not give off massive spores to color your fingers like quince rust does. Second, quince rust affects the fruits and the stem pedicels of the fruits as well as the tips of the young, growing shoots.

You can find spores of the sporophyte stages of both types of rust on the limbs of red cedars in April and May. This is when quince rust appears to strike. By May, at the peak stage of its attack, quince rust covers the mayhaw fruits and your hands turn a bright yellow-orange when handling the infected fruits and limb tips. Thousands to untold thousands of spores are given off from the bright yellow-orange spores of quince rust at this time which reminds one of pine pollen. In addition, quince rust creates lesions (galls) on the sides of branches. This usually weakens the limb and will kill the limb if the gall surrounds the limb entirely, like deadening a tree with an axe. Mayhaw lesions are active only one year, unlike the perennial lesions on the alternate cedar host. Apple rust never leaves its results in nature's traits that we can see with our own eyes, other than leaf spots in summer and late fall.

For those of you bothered by quince rust on mayhaws, remember that you must learn the rust cycles and not close the gate when the cows are out. Quince rust attacks the fruits, pedicels of the fruits, and the young tips of the fruits. It distorts the pedicels (fruit stems) to three and four times the normal diameter. The same is true with some fruits which, like the "Gibb" acid used on camellias to have larger blooms, quince rust will adversely affect the cells of the young mayhaw fruit causing rapid cell mutation resulting in odd shapes.

Generally though, the rust gets on the sepals first, near the top of young fruits, and passes into the fruit itself. As a general rule this is the route through which most mayhaws become infected, but not always. The sepals on top of the fruit are on the warm side of the fruit toward the hot sun, which aids spore development. The month of May is the peak sporophyte time when quince rust appears and lots of yellow-orange spores can be seen on the fruits of trees. Rust fungi are one of the lower forms of life requiring water to reproduce. Therefore, it takes around eight hours of dampness and moisture for most fungi spores to germinate. That is why most fungus rots on peaches, etc. are worse after rains.

How do we control rust where the quince rust is present, even if groves do not exhibit rust symptoms? Whether you see it or not, you should spray. Put on the first spray when the bud first starts to swell. The second spray should be applied ten days later or near the time petals fall. Then, ten days later, spray the third time and you should rid yourself of any rust. In other words, spray three times at ten day intervals starting when the bud swells in early spring.

There is a mystery that I have never seen quince rust on the thousands of mayhaw trees in the Pearl River swamps of Mississippi. The host, red cedar, is no where to be found and yet apple cedar rust just covers and eats up the leaves of the swamp crab – *Malus angustifolia*. This is why I think more research is needed on apple cedar rust. Do we have other hosts in addition to the red cedar? From closely and regularly watching apple cedar rust on apples, like on the swamp crab, I am of the opinion that apple cedar rust has a sporophyte stage on leaves in July and late summer to help over winter the spores for spring and summer infections. This is my thinking only, for there have never been cedars in that swamp; i.e. cedars prefer a lime soil, as opposed to the acid soil in the swamp. I see apple cedar rust on apples more often in northern Mississippi than in the southern part of the state.

Here are some actual facts of nature and some things you can do yourself to help distinguish between apple cedar rust and quince rust. I attended a Louisiana Mayhaw Conference and Field Day at Camp Grant Walker near Pollock, Louisiana April 24, 1994. One of the presenters, Dr. George Philley, Plant Pathologist, Texas A&M University, Overton, Texas, presented an interesting and enlightening program on mayhaws and quince rust. His presentation was based on his years of in-depth research on quince rust and was especially informative to me, for I was so interested in the stages of the rust and wondered if we know all we should about rust. After Dr. Philley's presentation, I had the pleasure of talking personally with him about rust. He stated that there is a lot about rust we do not yet know and I thoroughly agree with him.

His comments and answers to my questions may help you to become, more familiar to distinguish between the two types of rust. I asked Dr. Philley if other cedars or other plants played host to quince rust. His answer was that red cedar was the only host to both quince rust and apple cedar rust. I then asked him if apple cedar rust and quince rust are one and the same. His answer was "no"; he then explained they were two entirely different rusts. I then asked him what the differences were in the two rusts and how could we tell the differences. His response was something that I have never read about or heard about quince rust during my entire life. He said that on red cedars the sporophyte stage on apple cedar rust were round, jelly-like balls that hang from cedar limbs and are filled with apple rust spores. Quince rust on red cedar, he said, produces brown, linear spore lesions that reach sometimes up to several inches long, horizontal like, on cedar limbs.

He went on, stating that the lesions are perennial and will emit spores of quince rust from the same area the next years. You can check this yourself by marking the lesion spots on cedars. You can check the two types of rust on cedars the same year. If round, jelly-like balls hang from the cedar limbs, this is the sporophyte stage of apple cedar rust. If it has rather long lesions with brown spores on the cedar limbs going out, horizontal like, this is the sporophyte stage of quince rust. That is far different than the jelly-like ball, sporophyte stage of apple cedar rust.

Let's talk a little about the sprays you can use to control rusts. Zinc sprays like Maneb and Zineb will control the rust with timely sprays (this has been tested on Maneb). Nova is a very good spray to use, but expensive; the price, however, is offset by the fact that you use very little at one time (2 oz. to 100 gallons water). I visited Dr. A. W. Harrison of Woodville, Texas several years ago and he showed me two big mayhaw trees (Big Red and Super Spur) he sprayed with Nova. The fruit was thick in the top of the trees and on the ground, and there was not a speck of rust on any of the fruits. Yet, only forty-five feet away were mayhaw trees that had not been sprayed and they were covered with rust. So, Nova works good just like Maneb does. The government did take Maneb off the market for a while, but you can purchase it again now. Diphane is a liquid form of Maneb you can also use.

Dr. Philley recommends spraying three sprays ten days apart starting at bud swell in early spring. He recommends using Bayleton at the rate of two ounces per 100 gallons of water. He recommends the same for Nova - two ounces per 100 gallons of water. When using Bayleton, allow 45 days pre-harvest. If you use Nova, allow 14 days pre-harvest. At the time we talked, Dr. Philley had not used or tested Rubican. I do not trust Captan or Benlate to control rust. I recommend that you use a rust spray even though rust and rot spores are fungal, not bacterial. Though rare, we do have a blossom blight that is not rust on mayhaws.

I hope this will help you to understand the two rusts and the sprays that can be used to control them. I believe we need more research on the types of rusts. Please let us hear from you if you have done any work on this fungus so that we can continue to learn from our successes and failures.

## **SOME NOTES ABOUT MAYHAW POLLINATION**

**By Jerry and Marie Iverson**

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A large majority of the favored mayhaw varieties in orchards are grafted clones of trees selected from the wild for certain outstanding characteristics. There are articles in this newsletter talking about characteristics and about how the names of these varieties came about. James Eave's 'Maxine' is a variety which is currently at the top of the list of most knowledgeable growers. Choosing varieties, placement, and spacing are some of the important questions facing a person starting an orchard or even someone planting just a few trees. Whatever choices are made on varieties, will become outdated. They bred the horns off some cows and turned others into unbelievable milk producers, so mayhaws trees, even though they aren't in the class with beef or milk, will surely improve greatly over time. The big improvement will come from cross-pollination, in which people like Glen Melcher and Billy Craft are currently involved. From a view toward production, rather than improving varieties, pollination has some interesting questions. Most mayhaw varieties are believed to be self



-pollinating. In one of his presentations at the Mayhaw Conference in 2007, Dr. John Pyzner pointed out that some varieties of mayhaws may not self-pollinate.

I believe that the G-2 'Spectacular' (one of the varieties Bobby Talbert discovered in the Gist Texas area) does not self-pollinate. I have a large number of 'Spectaculars' planted together on 20 foot spacing (I wish it was at least 25 feet), and these trees have given strong reason to believe that they will not pollinate themselves. The trees are five and six years old. Even though 'Spectaculars' are very early bloomers, only one year of their lives has there been a frost problem and that was not severe. So frost is not the reason for the problem I am about to describe. The trees have bloomed profusely since their transfer from the nursery, but each year (save 2008), the blooms have turned red and then dropped off without more than 3 or 4 fruit produced on any one tree. I took the remnants of the flowers to the Mayhaw Conference and generally sought explanations from every source I could find. No one mentioned lack of pollination as a possibility until Dr. Pyzner's comment in 2007.

To check and see if pollination was the problem, I, of course, needed a pollinator. I chose 'Elite' because it is a highly regarded variety with its only negative trait being early bloom date. Elmer Langston was adding a shed at Little Eden Orchards and was going to have to move a mature 'Elite' in the process. Elmer graciously offered me the tree and one fine December day in 2007 we moved it from Pollock to Monroe. I put the 'Elite' in the midst of 'Spectaculars' and waited for March. The 'Elite' bloomed as did all the 'Spectaculars' and the 'Spectaculars' put on fruit around the 'Elite' (which fruited as well) in a rather distinct pattern. The trees only 20 feet away in all directions set the highest percentage of fruit. The trees 20 feet further than the nearest group set a good bit of fruit, but it was less than half the fruit on the close trees. There was some fruit on trees as far as 50 feet away from the 'Elite,' but the percentage dropped dramatically. The trees very remote from the 'Elite' set three or four berries as they had done for years.

The 'Elite' died in March before its fruit matured. The partial root system could not provide what the tree needed for leaves and maturing fruit. Before it departed, however, it answered my questions on the non-producing G-2's.

2008 was a poor year for bees. Several of the prior years in which our G-2's produced no fruit, were, however, years in which bees were abundant. Pollination by bees had not been the problem. It was the pollen itself. Would the distribution of fruit been greater and farther in 2008 with more bees? I think it surely would have been.

We had some G-2 production in 2009 with the pollinators we have been able to bring along in the orchard. This year should be improved from 2009 and the pollinators should be very far along, God willing, by 2011.

Of what use is this information? For one thing, G-2 'Spectacular' is a very desirable mayhaw and if you plan to include some of them in your planting, it may be best to place them close to other early bloomers. Also placing varieties that bloom near the same time, close to each other may increase production in varieties which are erroneously thought to self-pollinate. Lastly, if you want ornamental mayhaws in your yard without having to deal with messy fruit, just plant G-2's by themselves.

## MARKETING MAYHAW

*(Reprinted and edited article from the 2005 Louisiana Mayhaw Association Newsletter)*

By Bobby Talbert

476 Pine Knot Lane

Milam, TX 75959

The demand for mayhaws in my area is very good. The reason is, mayhaws grow wild in all the surrounding areas and people have gathered them for years to make jelly. But continued development of public and private lands has restricted access to many wild trees. And improved drainage of these areas has increased competition resulting in overgrowth. Consequently, competition and overgrowth have reduced sunlight levels for mayhaw trees in the wild restricting their ability to set fruit. This series of events has led to a shortage of wild berries, but has increased interest in mayhaw farms.

Mayhaw farms make berries readily available to the public. Most people would rather pay for the berries at a farm than have to work their way through mud, water and thickets. Lots of people still try, but come up short handed, then come to my farm. Many times, I'm told by customers that they will never go back to the wild again in search of mayhaws. It's just too convenient to drive up to the farm and purchase them.

From our experience, growing good berries is a necessity to promote farm-raised mayhaws. Our business has grown each year because of this. People are becoming comfortable with the idea of buying farm-raised mayhaws, but it has been slow as the vast majority of people do not know about them. We anticipate a continuation of this rate, but expect the market to expand. This has a lot to do with the customers themselves.

We take verbal surveys all the time. What we hear most is that when customers make jelly, they give a lot of it to friends and relatives. Some is shipped all over the world. People who have never heard of mayhaw jelly then become regular customers.

Our juice sales are starting to catch up with our sale of berries. It did not start out that way, however. When we started our business, we sold 100 gallons of berries to one gallon of juice. The reason for the difference, we determined, was the public's wary outlook on juice quality. The variability in quality of juice on the open market made people skeptical to buy our juice, resulting in low juice sales. So we set out to make a high quality juice. Some people were a little reluctant to try it, but the positive feedback has been excellent. Now our sale of juice almost matches our sale of berries.

Yes, we still have those that prefer their own juice to ours, but if the customer can skip the rendering of the berries, a major step is taken out of the process. I think the juice will eventually be the biggest seller. Again, for anyone who is going into the mayhaw juice business, keep the quality at high standards.

On our farm we practice the same method for juice extraction to have a consistent product, but variability can exist in juice color depending on the shade of the berry skins and the time of the season they are harvested. Mayhaws come in many skin colors of red, even yellow, but people prefer a dark-colored juice. At the first of the season when berries are just starting to ripen and there is a higher shade of green in the fruit, juice will be more light-colored. As the season progresses, the berries will become much redder making a darker-colored juice. To address these differences, we blend the berries for consistency. We have mayhaws that are very red, almost burgundy, that are used to blend juice batches to produce just the right color.

We still have a long ways to go in developing the mayhaw market, but the potential is tremendous. Producing good products that people talk about in a positive manner is a key factor.



**LOUISIANA MAYHAW COOKING CONTEST**  
Woodmen of the World  
3232 Dyson Creek Road, Dry Prong, LA 71423

April 10, 2010  
Registration 8:15-9:00 AM

## **RULES FOR CONTEST**

### Purpose

To promote and expand the use of mayhaws.

### Sponsors

The Louisiana Cooperative Extension Service (LCES), LSU Agricultural Center and the Louisiana Mayhaw Association, Inc.

### Eligibility

All interested persons are invited to participate. If you have a disability which requires special assistance, please contact Quincy Cheek at (318) 767-3966, or [qcheek@agcenter.lsu.edu](mailto:qcheek@agcenter.lsu.edu) at least two days prior to the contest.

### Divisions

1. Cakes
2. Other Baking Products
3. Punch and Other Beverages
4. Jelly
5. Jams and Butters
6. Syrups
7. Any Other Mayhaw Product
8. Any Other Mayhaw Dessert

### Food Safety

Perishable foods, such as meat dishes or dishes containing cream must be prepared and chilled to refrigerator temperature and transported on ice in an ice chest to the contest. Perishable foods not transported in this manner will be disqualified by contest officials.

### General Requirements

1. No commercial products will be allowed.
2. Every product must contain a minimum of 1 cup of mayhaw juice, pulp or syrup.
3. Bring two copies of the recipe, one with your name and one without your name, to the contest. Recipes may be used in publicity and printed in publication by the Louisiana Mayhaw Association and the LCES, LSU Agricultural Center.
4. Products must be entered before 9:00 AM on April 10 at the Louisiana Mayhaw Conference center facility.
5. The product will be judged on both taste and appearance.

### Awards

The first place winner in each division will receive a blue ribbon and a gift card. An overall "Best of Show" plaque will be presented to an outstanding dish chosen by the judges.

For more information contact Quincy Cheek at (318) 767-3966 or [qcheek@agcenter.lsu.edu](mailto:qcheek@agcenter.lsu.edu).

**REGISTRATION FORM**  
**Mayhaw Conference and Field Day**  
**Saturday, April 10, 2010**  
**Woodmen of the World**  
**Dry Prong, LA**

**Registration Fee including lunch:**

**A. Members\_ \$25.00 (\$15.00 membership dues for 2010 and \$10.00 lunch)**

**B. Member's Spouse\_ \$10.00**

**C. Non-Member\_ \$15.00**

**MAKE CHECKS PAYABLE TO: LOUISIANA MAYHAW ASSOCIATION**

**MAIL REGISTRATION FEE & FORM TO: LOUISIANA MAYHAW ASSOCIATION**  
**P.O. BOX 382**  
**JACKSON, LA. 70748**

**Return check and registration form by March 30, 2010**

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**Please PRINT PLAINLY**

**Guest or Spouse**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

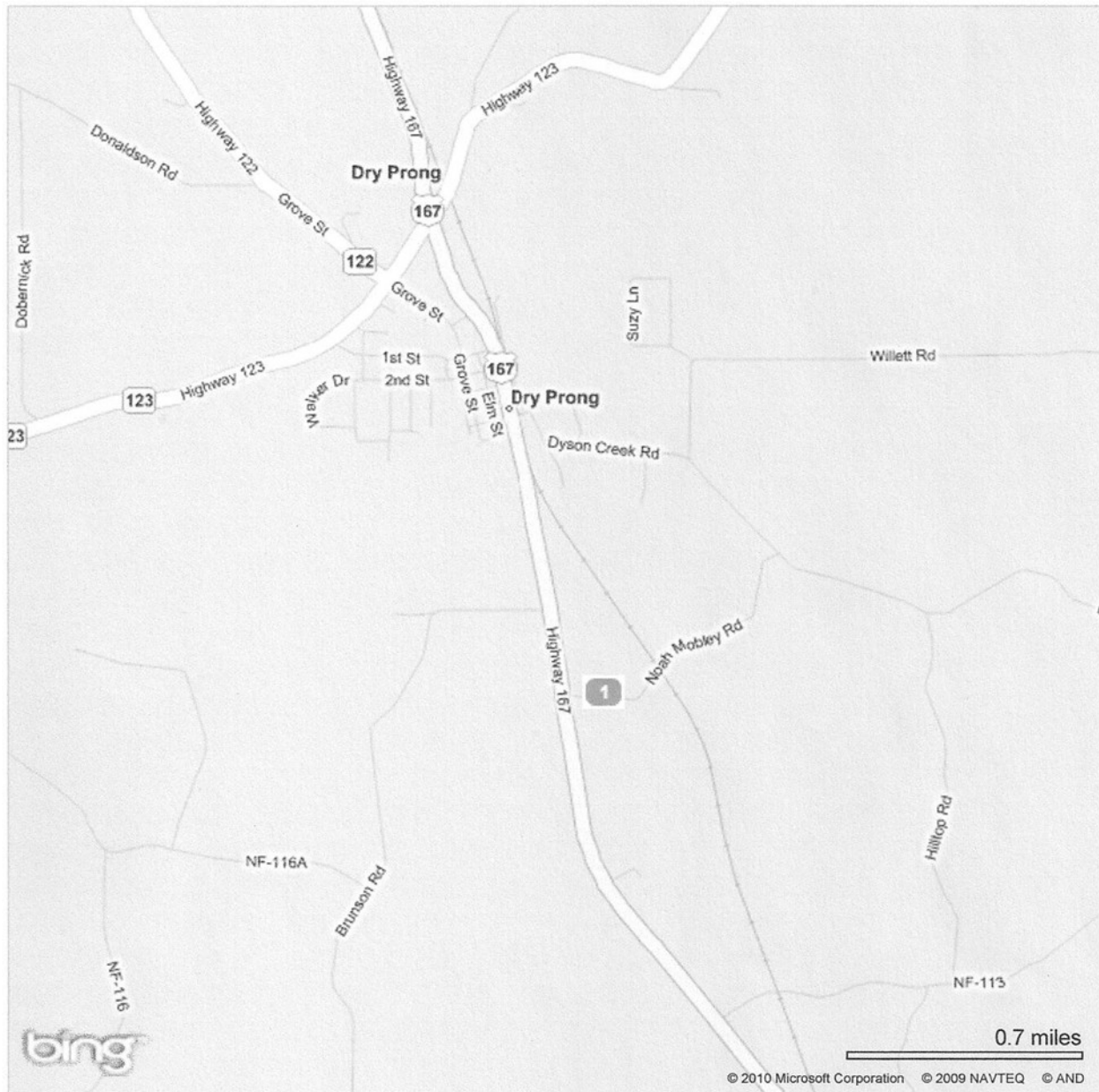
**Amount Enclosed:** \_\_\_\_\_

**Please check one:**

**Attending Only**

**Will Donate**  **Door Prizes**

**If you have a disability which requires special assistance to participate in this meeting, please contact the Association Website Facilitator at: 225-921-5775 or send email to [mayhaw@bellsouth.net](mailto:mayhaw@bellsouth.net)**



### **Directions To 15<sup>th</sup> Annual Louisiana Mayhaw Conference**

Travel approximately one mile south of Dry Prong, LA on U.S. Hwy. 167 to Dyson Creek Rd. (indicated by reference point #1 above). Turn left (east) and go less than one quarter of a mile. The conference location is at the Gates Woodmen of the World facility on the north side of the road. The address is 3232 Dyson Creek Rd., Dry Prong, LA 71423. Watch for signage along the way indicating directions.