

Adapting to the 21st century

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Sweet's Gourmet Sweet Corn

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Sweetscorn.com

Sweet's Gourmet Sweet Corn has been in business for over 100 years. During those years, we have developed a systems approach to our business to evaluate everything that you can do to improve your operation and profitability.

Our fall season is for making sure of a strong planting of the cover crop, managing surface and subsurface drainage, removing rocks and taking and evaluating soil samples. Also included is spot spraying for perennials, clearing the field edges and putting in a deep strip for next year's zone tillage. We also try to determine our customer base- especially the retail customer. This helps to determine the crop size and the goal of harvest for the fourth of July.

The winter season includes the attendance at three to five regional vegetable conferences. We also meet with our crop consultant for his recommendations on improvements for the next year. These include which types of herbicides and pesticides to use as well as which fertilizers and micronutrients will enhance the crop. Seed varieties round out the consultation.

The spring season involves the planting, spraying of herbicides, placement and removal of floating row covers (at 2-3' stage) sidedressing, foliar feeding and animal control. We always monitor the fields for the three W's- weeds, worms and woodchucks.

Summer is of course harvest. Prior to picking, we "top" the corn. This makes it much easier to pick and assists with the prevention of storm damage. Picking at the right time is of utmost importance- not too young and not too old.

Packing involves first grading the corn by large, small and questionable ear appearance. Those ears then go into our name branded bag of small (4-5ears), medium (7-8 ears) or large (13-15 ears). Once the packing is complete, orders are loaded into vans or trucks for delivery to our retail outlets which are mostly chain stores.

Questionable ears go to our main outlet for further grading. At that outlet only, we sell a 'value pack' in addition to our other bagged corn. Many families like the option of a smaller ear for a reduced price and it means less waste for us as well.

Marketing is the most important part of our operation! Our customers are our lifeline and they

- Like our dependability
- They like the flavor
- They like EXCELLENT corn everytime they make a purchase
- They like tenderness
- They like the corn to come off the cob cleanly and not stick in their teeth

We also include cooking instructions as we have found that many people overcook the corn- well beyond the recommended three minutes in boiling water or two minutes per ear in the microwave.

Keep the price the same throughout the season for quality doesn't cost- it pays.