




Honey Pot Hill Orchards

- About Us: I am Chelcie Martin, fourth generation here at the farm
- 100 years in 2026
- 180 acres total about 70 planted
- Full retail: Farm Store and PYO apples, pears, and blueberries



Agenda

1. Our variety of varieties
2. Choosing to plant new varieties
3. How we communicate/promote varieties
4. Conclusion

Pick Your Own



- First weekend four varieties are available for picking
- Gala, Ruby Mac, Honeycrisp and Smitten first week of September
- We maintain about 8+ varieties most weekends during the fall
- Aesthetics and experiences are just as important or more important than varieties available
- Variety of tree sizes for customers
- B9-M111, we do allow people to use ladders

New Variety Issues To Consider

- When is this variety going to ripen?
- Potential issues with said variety (is it biannual, bitter rot, H. crisp related problems)
- Where is this variety in your orchard? How desirable is it? Are you easily getting people there?
 - hayrides vs. walking
- How much retain are we going to need to pick this variety when we want to?
- How is the coloring? Do we need to communicate to customers how to pick this apple?
 - only picking the reddest honeycrisp for best flavor

Varieties

- Honeycrisp are a very hot variety and that isn't going away
- Other varieties that we love: Evercrisp, Ambrosia, Smitten, Pixie Crunch
- Varieties we've planted but don't know yet: Crimson Crisp, Snapdragon

- Offer samples of varieties
- Description of variety





Variety Descriptions board

- Pictures of each apple with descriptions of what they taste like and what they're good for
- In order of when they ripen
- Includes pears too!

The board is a comprehensive guide to various apple and pear varieties. It is organized into columns and rows, with some cards grouped under specific ripening periods. Each card features a small image of the fruit, its name, and a brief description of its characteristics, ripening time, and uses.

Mid to Late August:

- Jersey Mac**: (See a variety of short!) (See some of the) Jersey Mac has a tough, dark red skin. It is noted for its sweet strawberry flavor and is ready for picking in early September.
- Early McIntosh**: A fresh, early ripening apple. It is ready to eat with green to yellow skin. Its skin is dotted with lenticles which allow it to breathe. Like the pears on this board, it is not very hard when picked in early September.
- Red Gravenstein**: This average sized apple is red with pink and orange streaks, and is highly acclaimed for its distinct, sweet sharp flavor, which is similar to Gravenstein. It is best eaten in September.
- Paula Red**: Unknown. Paula Red boasts a red color with light yellow streaking and has a sweet tart flavor with a hint of strawberry. It is an early season apple ripening in late August.
- Ginger Gold**: Ginger Gold is a sweet, large, and juicy apple. Ginger Gold is round with a smooth green yellow skin and a slight red blush. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Akane**: Akane is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Sansa**: Sansa is a red, medium-sized apple with a deep pink blush on a yellow skin. It has a sweet, tart flavor and is ready for picking in early September.
- McIntosh**: McIntosh is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Gala**: Gala is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Honeycrisp**: Honeycrisp is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.

Late September to mid October:

- Vista Bella**: Vista Bella is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Cortland**: Cortland is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Empire**: Empire is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Spartan**: Spartan is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Liberty**: Liberty is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Golden Supreme**: Golden Supreme is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Macoun**: Macoun is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Red Delicious**: Red Delicious is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Jonagold**: Jonagold is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Golden Delicious**: Golden Delicious is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Spencer**: Spencer is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Mutsu (Crispin)**: Muttsu (Crispin) is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Winesap**: Winesap is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.

Other Varieties:

- Northern Spy**: Northern Spy is a large, sweet, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Baldwin**: Baldwin is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Fuji**: Fuji is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Jonathan**: Jonathan is a sweet, large, and juicy apple. It is a table apple, as the skin is so thin it is eaten with the fruit.
- Bosc Pear**: Bosc Pear is a sweet, large, and juicy pear. It is a table pear, as the skin is so thin it is eaten with the fruit.
- Bartlett Pear**: Bartlett Pear is a sweet, large, and juicy pear. It is a table pear, as the skin is so thin it is eaten with the fruit.
- Harrow Sweet**: Harrow Sweet is a sweet, large, and juicy pear. It is a table pear, as the skin is so thin it is eaten with the fruit.
- Devoe Pear**: Devoe Pear is a sweet, large, and juicy pear. It is a table pear, as the skin is so thin it is eaten with the fruit.
- Seckel Pear**: Seckel Pear is a sweet, large, and juicy pear. It is a table pear, as the skin is so thin it is eaten with the fruit.

Benefits of many varieties

- Customers like having choices, especially new ones
- Increases annualization of fruit
- Variety within varieties

Brochure

Apples we grow: *their origin and season*

Vista Bella	(N.J.77349 x July Red) Good eating, firm and slightly tart. Late July to early August
Paula Red	(Seedling) Excellent eating, firm and slightly tart. middle to late August.
Early Mac	(MacIntosh x Transparent) Good eating and cooking. Middle to late August.
Akane*	(Jonathan x Worcester Pearmain) Great eating- hard, juicy & tart. Late August.
Sansa*	(Gala x Akane) Great eating- hard, juicy & sweet. Late August.
Ginger Gold*	(Seedling) Excellent eating, sweet and crisp. Late August to mid September
Gravenstein*	(Germany Seedling) One of the best cooking apples grown, great eating too, slightly tart and firm. Middle August to October.
Crab Apples	Used for jelly, pickling, and spicing. Early September to December.
Royal Gala*	(Cox's Orange Pippin x Delicious) Excellent eating, sweet, and crisp. Mid September.
Honeycrisp*	(Macoun x Honeygold) Crisp, juicy, and sweet, excellent eating. Mid September to early October.
MacIntosh*	(Canada Seedling) Favorite for eating, good for cooking. Middle September to January.
Cortland*	(MacIntosh x Ben Davis) Good eating and excellent cooking, great for salads. A non-acid apple which remains white long after cutting. Late September to January.

Empire*	(MacIntosh x Delicious) Excellent eating and good cooking, hard and slightly tart. Late September to January.
Fuji	(Red Delicious x Old Virginia Ralls Genet) It's sweet, crisp and juicy, excellent eating and salads, good for sauce. Late September, excellent storage.
Spartan*	(MacIntosh x Yellow Newton) Firm and slightly sweet, very good eating. Late September to January.
Macoun*	(MacIntosh x Jersey Black) Superior eating and cooking. Very crisp and juicy. Early October to December.
Red Delicious*	(Iowa Seedling) Favorite for eating, hard and sweet. Early October to January.
Jonagold	(Jonathan x Golden Delicious) Excellent eating and cooking, crisp and tangy. October
Spencer*	(MacIntosh x Golden Delicious) Tender and slightly tart. Very good eating and cooking. October to January.
Baldwin	(Wilmington, MA Seedling) Tart, best for cooking, hard, hold their shape when cooked. Middle October to November.
Crispin*	(Mutsu-Japanese origin) Excellent eating, very hard and sweet. October
Golden Delicious*	(W. Virginia Seedling) Great for eating. October to January.
Winesap	(Seedling) Very hard and tart, good eating and cooking. October to November

* Indicates a pick-your-own variety during the appropriate time of the season.

Pick Your Own Apples

Daily 10-5 from late August to late October

Peaches We grow many varieties of peaches, from early August to mid September.	Caramel Apples and Cider Donuts- Made daily from early August thru December
Blueberries We grow mid-season and late varieties, from late July to mid September. Pick Your Own and available in our store.	Apple Gift Packs Packed to order from early November thru Christmas.
Pears <i>Clapps Favorite-</i> Mid August-September <i>Bartlett-</i> Mid September to October <i>Seckel-</i> Mid September to November <i>Decoe-</i> Late September to December <i>Bosc-</i> Late September to December For best flavor, ripen pears at room temperature.	Barn Yard Animals Be sure to visit our farm animals during your visit to our orchard. Hay Rides Labor Day Weekend through late October, weekends 10-5. Weekdays mid Sept. thru mid October 12-4. Hedge Maze & Tunnel Maze Daily 9-6 Birthday Parties Late July through late October
Plums Early sweet plums-early to mid August <i>Damson -</i> Mid September, makes wonderful jam and jelly	School Groups and Company Outings Reservations for school groups and company outings for pick your own apples from mid September to mid October.
Cider Pressed in our own mill. Made only from our own good, sound, clean apples	Also Chrysanthemums, Tomatoes, Pumpkins, Jams, Honey, Fall Squash, and Christmas Trees.

Honey-Pot Hill Orchards is a fourth generation owned and operated family business, originated in 1924. We thank you for supporting your local agriculture & hope you enjoy your visit to our orchards.

Be sure to keep your apples refrigerated

PYO Experience

- Keeping our website updated with current varieties
- Listening to what customers are asking for (many varieties are not available to us cosmic crisp etc.)
- Signs on our PYO booths with current varieties for picking
- Issue: varieties for picking vs in the store

Orchard Map



Drawbacks of planting new varieties

- Unknown varieties
- Duds
- Getting PYO customers to new varieties



You Planted a Bad Apple?

- Consider top grafting
 - That root system is worth something
 - Honeycrisp fill space much faster, helps solve the vigor problem
 - Lessens the pain of loss of \$\$

Conclusions

- Most new varieties were hearing about from conferences and each other
- For PYO varieties matter, but it's equal or less to the rest of the experience
- Overall being a specialty store in our area is hard
- People originally picked their own to save money now it's a New England tradition
- Educating people on varieties can introduce them to their new favorite apple