



DIG.

Beyond Bok Choy

Growing and Marketing Asian Vegetables

NEVFC

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Who We Are



Main Points

- Grow smaller varieties of bok choy- forget the joi choi!
- Use culturally appropriate names of a crop when marketing in order to attract the right audience
 - Reminder that we are not a monolith!
- Large untapped markets for local culturally focused produce

Bok Choy

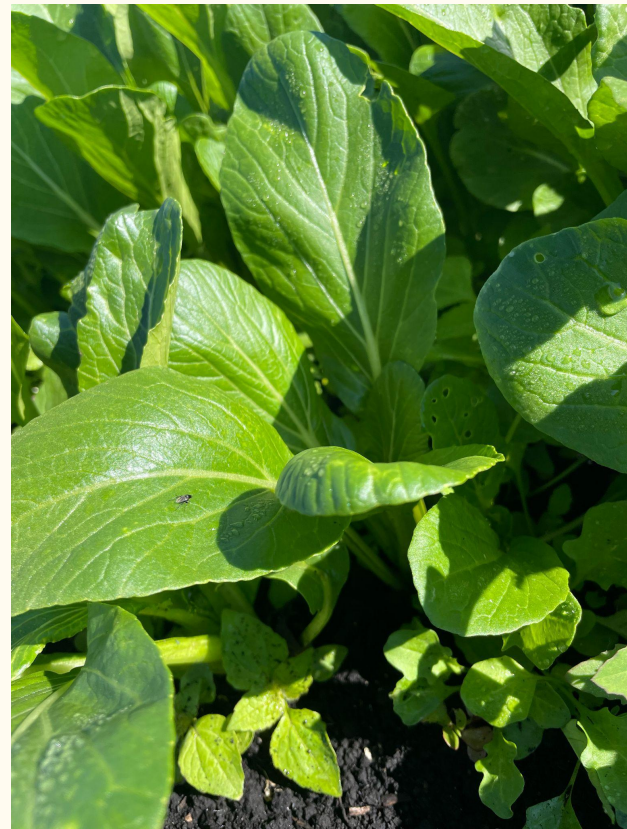
- The most familiar Asian green
- Miniature varieties are extremely popular within east Asian communities
- Full size should be 8” max
- Joi Choi is never seen in Asian markets! Too large and watery tasting
- Varieties to try include Shanghai Green, Dwarf Bok Choy. Mei Qing Choi
- Avoid Joi Choi, Bopak
- If you can grow salad mix, you can grow tastier bok choy



Yu Choy Sum

- High yield, easy harvest
- Direct seed, 5 row on 40” bed-top, 1 plant every .5”-1”
- Begin harvesting during stalk formation
- .75-1LB per row foot yield
- Aiming for 1” diameter stalks - summer successions tricky
- Watch out for flowering/tough stalks





Stressed/bolting choy sum and baby choy sum

- We bundle in roughly 1LB bunches
- Take care to cut only stalks
- Cut at first node for regrowth
- Wholesale at \$2.50/BU
- Entire stalk is edible raw - tender and sweet



Head mustard : Gai Choy

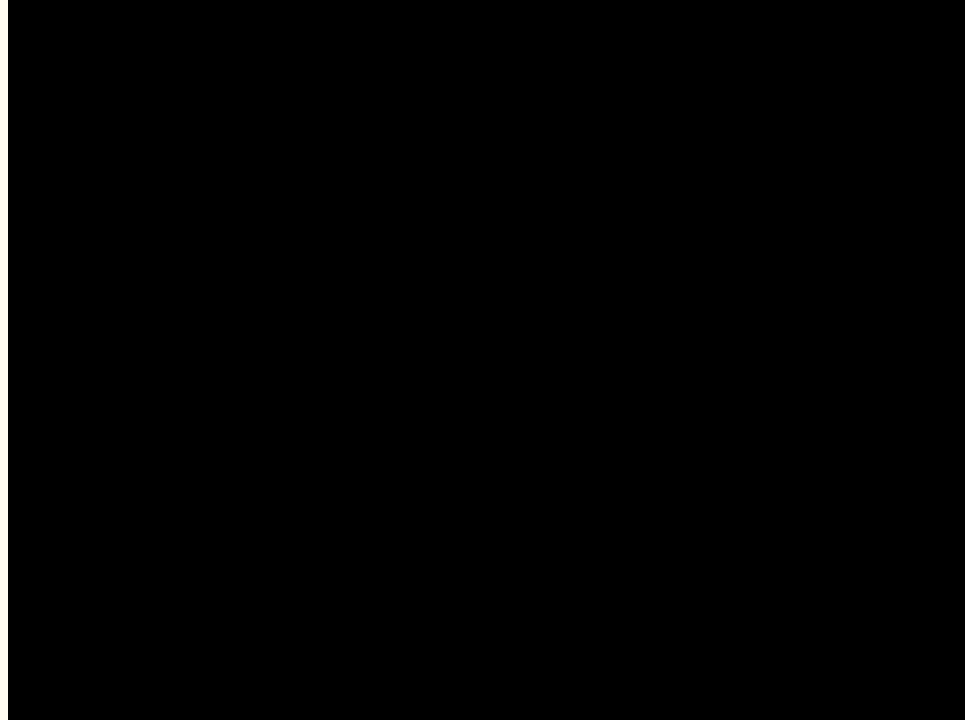
- Fall season crop
 - Does not tolerate heat at all, will bolt early on
 - If it bolts, buds and flowers have excellent flavor and can be used as filler for braising mixes
- Mustard green that heads up like a cabbage
- grower with most varieties averaging 65-75 DTM
- Provide adequate spacing (2x18) for best head formation
- Heads can weigh 2.5-4lbs
- Single harvest only
- Approximately 2 week harvest window in field, after reaching maturity



Head mustard

- Known as “dai gai choy” in Chinese, one of many mustards eaten
 - Popular varieties include Kekkyu Tekana, Da Ping Pu
 - There is also a “small gai choy” that is a cut and come again (pictured on right)
- Thick crunchy and juicy stalks with large frilly leaves
- Mustard flavor with mild bitterness and little to no heat
- Excellent for fermentation (suan cai, haam choy)





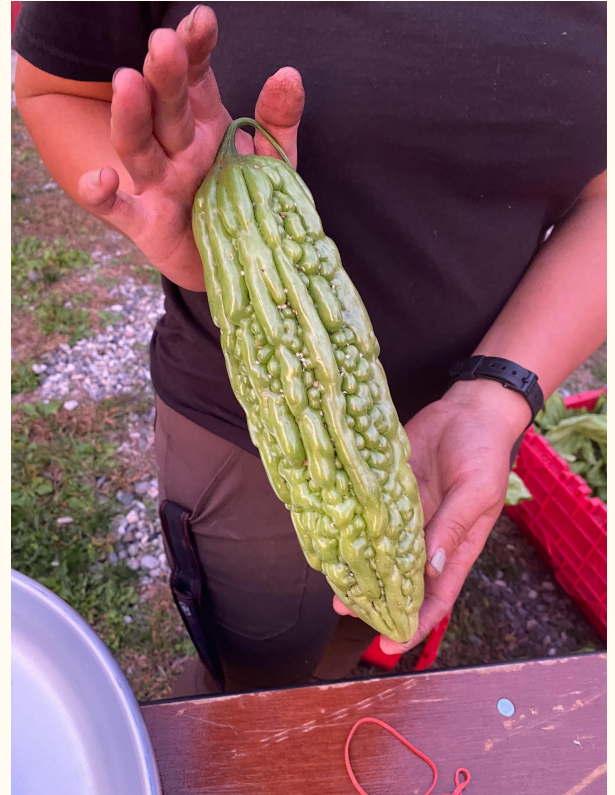
Bitter Melon

- Vining cucurbit that enjoys heat and humidity
- Vigorous leaf and vine growth, strong trellising is a must
- Can harvest every other day during peak season
- Short harvest window and short storage life
- Spacing 1x18, can even go up to 1x24
- Little to no pest pressure
 - Unaffected by cucumber beetles, powdery mildew, or mammalian pests



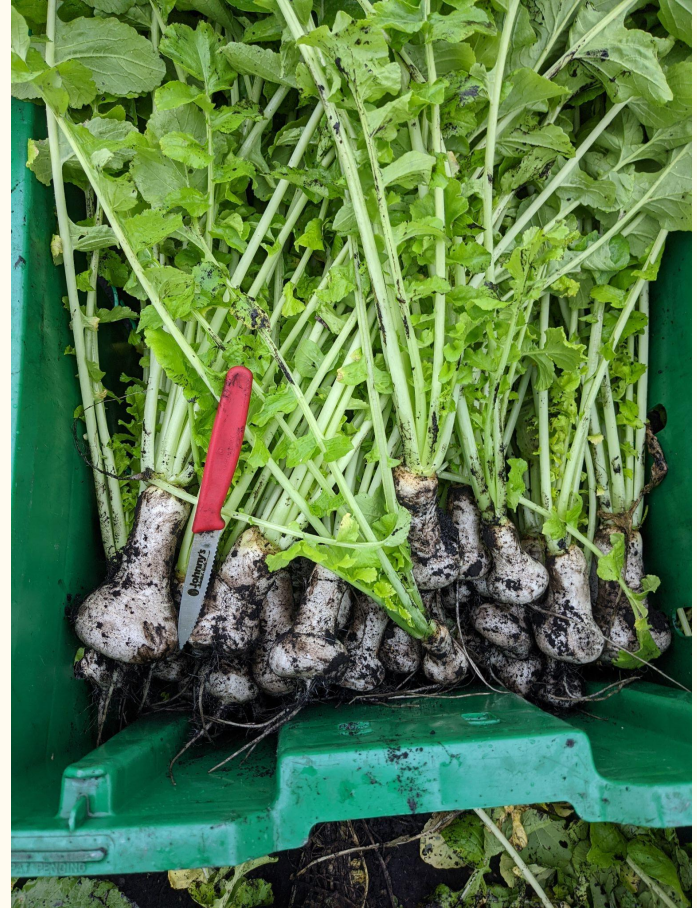
Bitter Melon

- As name suggests, these fruits are BITTER
- Stays crunchy with a short cook, but long cook turns it tender and mushy (both are good)
- Leaves and young tendrils are edible
- Numerous varieties of different size and shape, but all have more or less the same flavor
- Common throughout all of Asia and Caribbean
 - Known by many names, including:
 - Ampalaya (Philippines)
 - Kerala (India)
 - Carilie (Caribbean)
 - Nigauri (Japan)
 - Fu Gwa (Chinese) (This translates directly to bitter melon)



Ponytail / Chonggak Radish

- Also known as chonggak radish
- Standard daikon radish planting operation
- Pick when bottom end of radish has flattened - ideally radishes will be around 4”
- Used in a specific type of kimchi
- Important: greens are used in this preparation of kimchi - do not remove when selling. Greens must also be protected from frost.



Chinese Cabbage

- Likely a crop found on most of your farms
- There are two types of chinese cabbages
 - Napa types are barrel shaped, shorter, and extremely tight at harvest. This is the type used in kimchi production.
 - Michihili types are slender, long, and not as tight. These are not traditionally used in kimchi production.
- Newer purple cabbage types are eye catching and provide market differentiation
 - Note that most purple cabbage types are michihili and are smaller, less tight, but taller; ~60% of the size of napa types.
 - Tend to have shorter storage life than napa, more rot and disintegration. Rotting leaves will stain other cabbages.



Additional Fun Crops

- Extra dwarf bok choy
 - Cut like a salad green
- Gochujang peppers
 - Can be dried as a value added product
- Perilla
- Thai holy basil
- Celtuce
- Gai lan/Chinese broccoli
- Amaranth
- Hobak
- Yard long bean
- Edamame

