



Pawpaw

(*asimina tribola*)

Ohio's Native Fruit

Governor Strickland signed SB 243
on January 6, 2009
which named the pawpaw as the
official native state fruit of Ohio.

<http://ourohio.org/index.php?page=paw-paw-rah-rah>

State Senator Jimmy Stewart, R-District 20,
Chris Chmiel, owner of Integration Acres,
Ron Powell, owner of Fox Paw Ridge Farm, &
The Ohio Pawpaw Growers' Association (OPGA),
whom began the organization with the goal
of successfully endorsing the pawpaw as a
state fruit, were crucial in getting this
legislation passed.

And So Were You.

The earliest documentation of pawpaws is in the 1541 report of the de Soto expedition, who found Native Americans cultivating it east of the Mississippi River. The Lewis and Clark Expedition depended and sometimes subsisted on pawpaws during their travels. Chilled pawpaw fruit was a favorite dessert of George Washington, and Thomas Jefferson.



© Jeff McMillian

...at 10 o'clock we came too and gathered
pottows [papaws] to eate we have nothing
but a fiew Buisquit to eate and are partly
compelled to eate poppows ...
our party entirely out of provisions
subsisting on poppaws.

<http://www.pbs.org/lewisandclark/archive>

The Cherokee and Iroquois taught the early settlers to use the Pawpaw as:

- SUN Dried fruit for hunting trips, future storage.
- Fruit mashed and made into small cakes for future use.
- Dried fruit cakes soaked in warm water and cooked as a sauce.

Waugh, F. W. 1916 Iroquis Foods and Food Preparation.
Ottawa. Canada Department of Mines (p. 129)

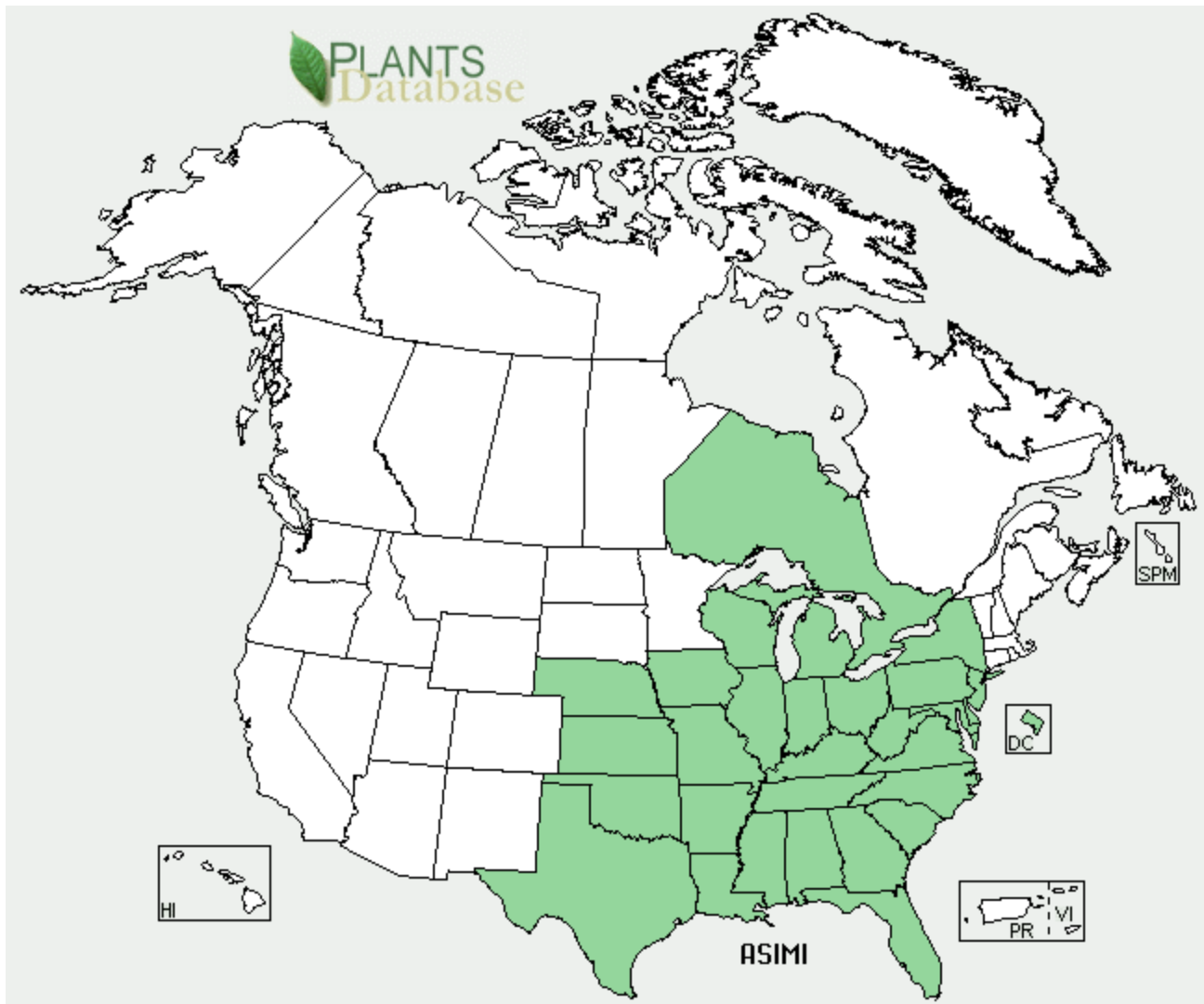


**One of the great horticultural mysteries
of the world is:**

Why have most pawpaw trees, that were
plentiful throughout early U.S. forests,
virtually disappeared from their
natural habitat today?

That answer may lie within the research results (Peterson 1991), that showed that the pawpaw is sensitive to ultraviolet light, thus, pawpaw seedlings may not grow back after the forests have been harvested, and there are very few virgin forests left in the United States. Paw paws can be found growing there abundantly, but once the forests are clean-cut, the pawpaw will not usually become re-established.

<http://www.tytyga.com>



The pawpaw is the largest tree fruit native to the United States.

Pawpaws are not yet a commercially important crop in the U.S. but they have tremendous potential based on the following reasons:

- 1) Adaptation of trees to existing climatic conditions;
- 2) Nutritional/cosmetic value of fruit;
- 3) Valuable natural compounds in plant;
- 4) Nursery wholesale and retail tree production;
- 5) As a component in residential 'edible' landscapes.

Pawpaw is an excellent food source. It exceeds apple, peach, and grape in most vitamins, minerals, amino acids, and food energy value.

The intense tropical flavor and aroma may also be useful for developing processed food products (blended fruit drinks, baby food, ice creams, etc.). The flesh purees easily and freezes nicely. Pawpaws easily substitute in equal part for banana in most recipes. Aromas may be used commercially in cosmetics and skin products.

Pawpaw plants produce natural compounds (annonaceous acetogenins) in leaf, bark and twig tissues that possess both highly anti-tumor and pesticidal properties.

Current research by Dr. Jerry McLaughlin at Purdue University suggests that a potentially lucrative industry, based simply on production of plant biomass, could develop for production of anti-cancer drugs (pending F.D.A. approval) and natural (botanical) pesticides.

The high level of natural defense compounds in the tree makes it highly resistant to insect/disease infestation (R.N. Peterson, The Pawpaw Foundation, personal observation).

Pawpaws are ideally suited for the residential 'edible' landscape due to their lush, tropical appearance, attractive growth form, size, fall color, and delicious fruit



Although exotic fruits and vegetables still represent only 1 percent of all produce sales:

"some things once introduced as specialty items are now mainstream and not considered exotic anymore"

Karen Caplan, President of Frieda's Specialty Produce in Los Alamitos, Calif.

She explained that chili peppers were once new to the average American consumer. But these days most everyone is familiar with these hot peppers and as further indication of their widespread popularity, salsa has eclipsed ketchup as the country's most popular condiment.

- Exotic fruits have enjoyed a surge of popularity in Europe especially those that can claim to be 'superfruits'.
- Fruits including acai, pomegranate and cranberry are increasingly being used in cereal bars and beverages, where they are associated with a better health profile thanks to growing awareness of the fruits' nutritional profile.

<http://abcnews.go.com/Health/WellnessNews/story?id=7095647&page=1>



Ocean Spray, a major cranberry agricultural cooperative, is giving the healthy berry another marketing push, in an effort to highlight its versatility in different savory applications.

The group will now fork out \$50,000, as well as a year's supply of cranberry products, to the winners of a competition to find the most innovative cranberry recipe at the foodservice level and the consumer level.

Marketing efforts such as this have contributed to the popularity of cranberries in recent years, resulting in a growing consumer awareness and interest in the product, especially for its benefits for urinary tract health.

<http://www.nutraingredients-usa.com/Industry/Ocean-Spray-highlights-cranberry-versatility>

Para, Brazil, - First it was pomegranate,
now it is Acai, what will be the next superfood to
hit the headlines?

According to Kevin Busby,
EarthFruits USA General Manager:

**“Açai has gained significant market share in the US, and
manufacturers are now looking for the next hot ingredient.**

Currently, Brazil is the world's third largest fruit product exporter, after China and India.

According to the IBRAF, (The Brazilian Fruit Institute) in 2006 over 130 thousand tons of juices, pulps and other fruit products were exported from Brazil with the US spending close to 400 million dollars

The superfood and beverage market is expected to double in by 2011 with soy products and exotic fruits leading the way, according to NutraIngredients.com (Aug, 2007).

<http://www.npicenter.com/anm/templates/newsATemp.aspx?articleid=20002&zoneid=2>

"Marketers have been confronted with a huge opportunity created by aging Baby Boomers that are motivated to stay young and healthy," said Tatjana Meerman, publisher of Packaged Facts.

"The key is listening to consumer demand, viewing the trends, and anticipating the needs of the future, which could include healthy indulgences and ethnic American foods."

<http://www.nutraingredients-usa.com/Industry/Flavor-trends-go-local-ethnic-and-healthy>

Consumer interest in ethical consumerism, including sustainable, organic, local and natural foods, will continue to rise. However, Packaged Facts predicts that the major food trend of the year overshadowing all others will be local.

<http://www.nutraingredients-usa.com/Industry/Flavor-trends-go-local-ethnic-and-healthy>

The trend for healthy diet and lifestyle continues to grow, with antioxidants, omega-3, fatty acids and weight management as key consumer trends.

Packaged Facts predicts superfruits will lead the race in healthy foods. While pomegranate will become less important, acai, goji berry, noni, and mangosteen will gain in popularity.

Newcomers on the superfruit scene include yumberry and yuzu, while old favorites such as blueberry and cranberry will continue to grow in usage, says the report.

<http://www.nutraingredients-usa.com/Industry/Flavor-trends-go-local-ethnic-and-healthy>

Why not the pawpaw?

The overall popularity of ethnic food has never been higher, according to the report. Indian food has been at the forefront of the increasing demand for ethnic food.

While 2007 saw the rising popularity of Mediterranean and Thai cuisines, along with more upscale Mexican gaining more attention, emerging cuisines will include Somalia and Ethiopia.

<http://www.nutraingredients-usa.com/Industry/Flavor-trends-go-local-ethnic-and-healthy>

How do we capitalize on OUR Native Fruit?

**Promote Ohio and this region as the global epicenter of
Pawpaw production, marketing, and promotion.**

Get the word out:

- environmentally friendly food source**
- job creation**
- anti-cancer properties**
- pesticidal properties**

Develop processing facilities

Develop distribution channels

**Create a marketing campaign
(We have issues of course: shelf life,
viability as a commercial commodity,
processing, to name a few,) but the
possibilities.....**

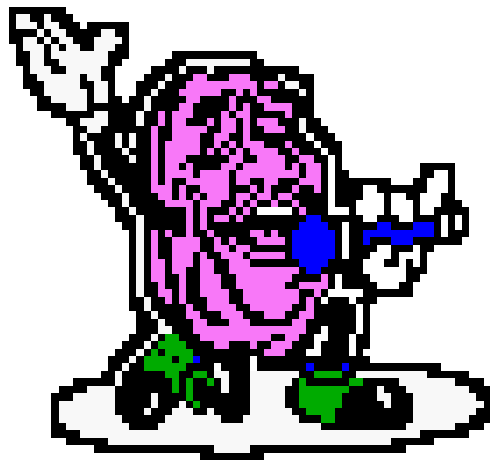
The California Raisins

Sing The Hit Songs:

I Heard It Through The Grapevine
La Bomba • *Lean On Me*
Stand By Me • *Mary, Mary*
...and more



via ONCEUPONAWIN.COM



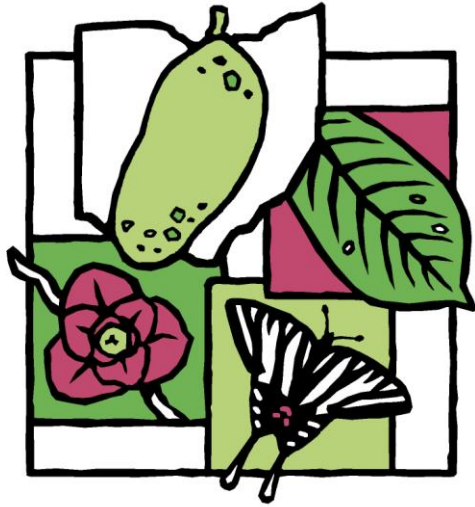
CONGRATURAI SINS

The California Raisin figures were part of an 80s grape industry ad blitz, which was extremely brilliant, but we do not know why exactly. The figurines themselves made the grape industry more money than their raisin sales!

Ask your local grocer if they
have heard about the
pawpaw....

Buy a pawpaw product and pass it on....

Seek, apply, beg, plead, request,
demand local, state, and federal
government to truly invest in green
technology with the goal of
developing production, processing
and distribution within the natural
agricultural growth zones of the
pawpaw.



By
Joe Petrie
OPGA member

www.ohiopawpaw.com