

Co-op of haskap berry growers launches in the Maritimes

28 growers have joined Hazzberry Farms to promote the tart-tasting berry.

A new co-operative of farmers in the Maritimes is hoping to make the haskap berry as common as the blueberry or strawberry.

Twenty-eight growers have joined Hazzberry Farms to promote the tart-tasting berry that they use to produce juice, jellies, spreads and dessert sauce.

The unique climate in Nova Scotia lends an additional quality to the berry, said Joe Piotti, the head of the co-operative.

"The very nature of creating a co-operative allows farmers, instead of working in competition with each other, is to work collaboratively," said Piotti, a haskap grower from Earltown, N.S.

Piotti said LaHave Natural Farms, one of the first haskap producers in the province, paved the way for their group's farmers. The farm went bankrupt after their juice, Haskapa, won the award for best new juice at the World Juice Congress.

"We owe a lot of thanks to the research and the legwork to the people at LaHave," Piotti said. "I think where perhaps a difference may be is that collectively as farmers we work toward the same common objective."

Lien article :

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