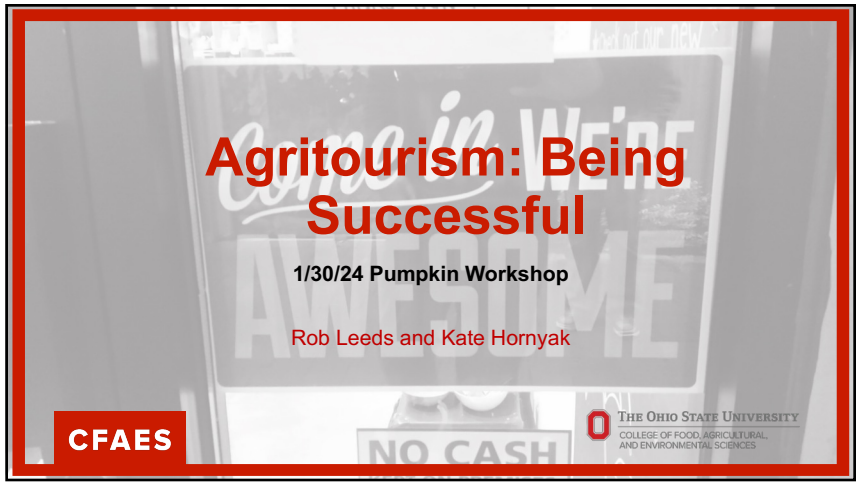

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Wholesale

Know Your Product!

2

What's Needed in the Wholesale Market

- Color:
  - vibrant and consistent color.
  - may include shades of orange, red, or even white.
  - Avoid pumpkins with uneven coloring, blemishes, or discoloration.
- Shape:
  - well-defined and symmetrical shape.
  - Stands on its own,
  - Avoid pumpkins irregular bumps, deformities, or unusual growth patterns
- Size:
  - personal preference but should be consistent.
- Stem:
  - Dark Green
  - strong,
  - firmly attached,
  - free from signs of decay.

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What's Needed in the Wholesale Market

- Varietal Characteristics:
  - Consistent unique characteristics, flavors, and uses.
- No Pests or Damage:
  - Holes, bites, or insect activity can affect the salability and quality of the pumpkin.

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Summary

- Wholesale
  - Consistent
    - **Color**
    - **Shape**
    - **Size**
    - **Stem**
    - **Varietal Characteristics**
    - **No Damage**

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Retail

Know Your Customer!

6

Know What Is Important to Your Customer

- Who are your customers?
- Why do they buy from you?

Retail customers often look for pumpkins for specific purposes such as decoration, carving, or cooking.

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The Reasons People Buy

- 19% Brand
- 19% Product
- 9% Price
- 53% Experience

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Pricing and Consumer Preferences

- Retailers often have a higher price tag on pumpkins compared to the wholesale market.
  - Smaller quantity sales
  - Handling
  - Displays
  - Additional services like customer support

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Know Competitive Advantages

- **Variety and Specialty Pumpkins**: heirloom and specialty varieties.
- **Farm Experience and Atmosphere**: a unique and enjoyable experience
- **Direct Relationship with Farmers:** Trust and loyalty
- **Community Engagement:** Engage and Connect
- **Customization and Personalization:** hands-on experience, customers select pumpkins
- **Flexibility and Adaptability:** adapt to consumer trends, experiment with new varieties of pumpkins

The majority of retail customers are buying pumpkins to post on Social Media!!!

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Competition is steep!

- It is difficult to face competition from big-box stores or supermarkets.
- Offering a unique shopping experience, product quality or excellent customer service can help differentiate from competitors.

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11

Summary

- Retail
  - Who are your customers?
  - Why do they buy from you?
    - **Variety and Specialty Pumpkins**
    - **Farm Experience and Atmosphere**
    - **Direct Relationship with Farmers**
    - **Community Engagement**
    - **Customization and Personalization**
    - **Flexibility and Adaptability**

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Is There a Market for Pumpkins After Oct 31?

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WE SUSTAIN LIFE

Marketing Pumpkin Pumpkin Seeds for parasite Control in Sheep

Melva Tacuri Vera, Dr. B. Campbell, and Dr. B. Wenner

The Ohio State University
College of Food, Agricultural, and Environmental Sciences

14

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Introduction

- Name: Melva Tacuri Vera
- Hometown: South Brunswick, NJ
- Major: Animal Sciences Biosciences
- Year: 4th Year
- Future plans?

15

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Background

Why?

- Parasite management is one of the costliest health expenses in the sheep industry
- Pumpkin seeds have anthelmintic properties which kills off parasites naturally

(Scoggins 2000), (Marie-Magdeleine et. al. 2009), (Gryzbek et. al. 2016)

16

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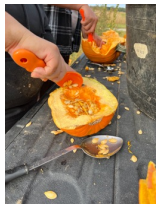
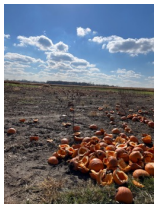
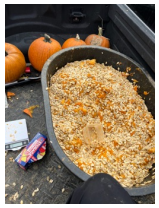
Preparation

Pumpkin Seed Collection

- Pumpkin Seeds were collected from Western Agricultural Research Station and Waterman

17

17

Materials and Methods

Whole Pumpkin Wt	Pumpkin Seeds Wt	%
5265	198	3.8
4387	338	7.7
2743	228	8.3
5727	380	6.6
4696	332	7.1
5036	377	7.5
2335	194	8.3
3836	356	9.3
5206	449	8.6
3521	238	6.8
3322	264	7.9
5656	370	6.5
3631	326	9.0
7238	373	5.2
4108	108	2.6
5688	323	5.7
4395	353	8.0
3367	235	7.0
3647	278	7.6
2284	259	11.3

Pumpkin Size Ratios

18

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WHOLE PUMPKIN WT	PUMPKIN SEEDS WT	CIRCUMFERENCE WIDTH	CIRCUMFERENCE HEIGHT	WIDTH	HEIGHT	VOLUME (IN^3)
5265	198	28.75	33.5	9.16	10.67	894.4
4387	338	28	29.5	8.92	9.39	747.0
2743	228	24.25	26.5	7.72	8.44	503.4
5727	380	36	34	11.46	10.83	1423.3
4696	332	31	29.75	9.87	9.47	923.5
5036	377	28.25	31.75	9.00	10.11	818.4
2335	194	24	23.75	7.64	7.56	441.9
3836	356	28.75	28.25	9.16	9.00	754.2
5206	449	31	31.5	9.87	10.03	977.8
3521	238	26.25	28.5	8.36	9.08	634.3
3322	264	27.5	28.25	8.76	9.00	690.1
5656	370	32.25	32.5	10.27	10.35	1091.8
3631	326	28	28.75	8.92	9.16	728.1
7238	373	33.5	34.75	10.67	11.07	1259.7
4108	108	25.75	30.5	8.20	9.71	653.2
5688	323	30.25	32.5	9.63	10.35	960.6
4395	353	29.5	30.5	9.39	9.71	857.3
3367	235	26.75	27.25	8.52	8.68	629.8
3647	278	28.5	29.5	9.08	9.39	774.0
2284	259	24	23	7.64	7.32	427.9
4304.4						809.5

Volume
- 809.5 cubic inches
- 0.017 cubic yards
- Truck bed=2 cubic yards
- 117.6 pumpkins per truck bed

19

19

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	W/W % As - Received	W/W % Dry Matter Basis
Cysteine	0.10	0.30
Methionine	0.19	0.54
Lysine	0.44	1.26
Alanine	0.46	1.31
Aspartic Acid	1.04	2.98
Glutamic Acid	1.92	5.49
Glycine	0.69	1.98
Isoleucine	0.37	1.05
Leucine	0.70	2.02
Proline	0.36	1.04
Threonine	0.26	0.75
Valine	0.49	1.40
Arginine	1.35	3.87
Histidine	0.23	0.66
Hydroxylysine	0.00	0.00
Hydroxyproline	0.00	0.00
*Lanthionine	0.00	0.00
*Ornithine	0.00	0.00
Phenylalanine	0.48	1.37
Serine	0.50	1.43
*Taurine	0.05	0.15
Tyrosine	0.49	1.41
Tryptophan	0.16	0.44
Total	**10.3**	**29.4**
Crude protein (Nitrogen% x 6.25)	11.3	32.5
AA nitrogen as % of total nitrogen:	**83.9**	

- Lysine: 4.3%
- Methionine: 1.8%
- Histidine: 2.2%
- Arginine: 13.2%

20

20

	%		%		ppm
DM	33.7	Ca	0.07	Fe	132
CP	32.4	P	0.85	Mn	37
NDF	22.2	Mg	0.39	Zn	71
ADF	19	K	1.25	Cu	15
Lignin	9.6	Na	0.01		
EE	34.4				
WSC	3.8				

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Economics

Cost of Corn: 452.25 ¢/bu -> 56 lbs/bu = $0.08/lb

- Balanced on DE: 5 lbs pumpkin equals to 1 lb of corn
- $0.08/5 lbs=0.016*9.5 lbs (converted from 4304 grams)= $0.15 per pumpkin
- 2000 lbs/9.5 lbs=210.53 pumpkins*.15= $31.58/ton

22

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Materials and Methods

Work Plan

- Feeding Protocol
  - Thaw 10 bags a day after poking holes to allow drainage
  - Add pumpkin supplement as top dressing
  - Add 2 lbs/d of pellet (SH 244) for all sheep
  - Treatment pens get 2 ziploc bags (1 bag per lamb)
  - Control pens get 0.9 lb of WSC
  - Refusals are being weighed and collected every day to look into how much is being consumed
- Weekly Data Collection
  - Fecals, PCVs, FAM, and weights

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Observations

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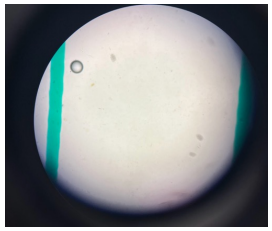
Conclusions

- Treatment group PCV levels 2.2 greater than control
- Feed intake varied between the two groups
  - Pumpkin sheep were 4 lbs lighter
- Compensatory growth observed in pumpkin group



25

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Thank you, OSWP!

OSWP

26

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27

28