



# UMHDI Adventure Series™ Hazelnut Cultivars



# A Two-Part Presentation

- Part 1: An Introduction to the Adventure Series
- Part 2: The Plan For Deployment and Scaling



**ADVENTURE™  
SERIES**



**Adventure™**  
(Arb 7-1)

**IceAge™**  
(Cuddy 2-28)

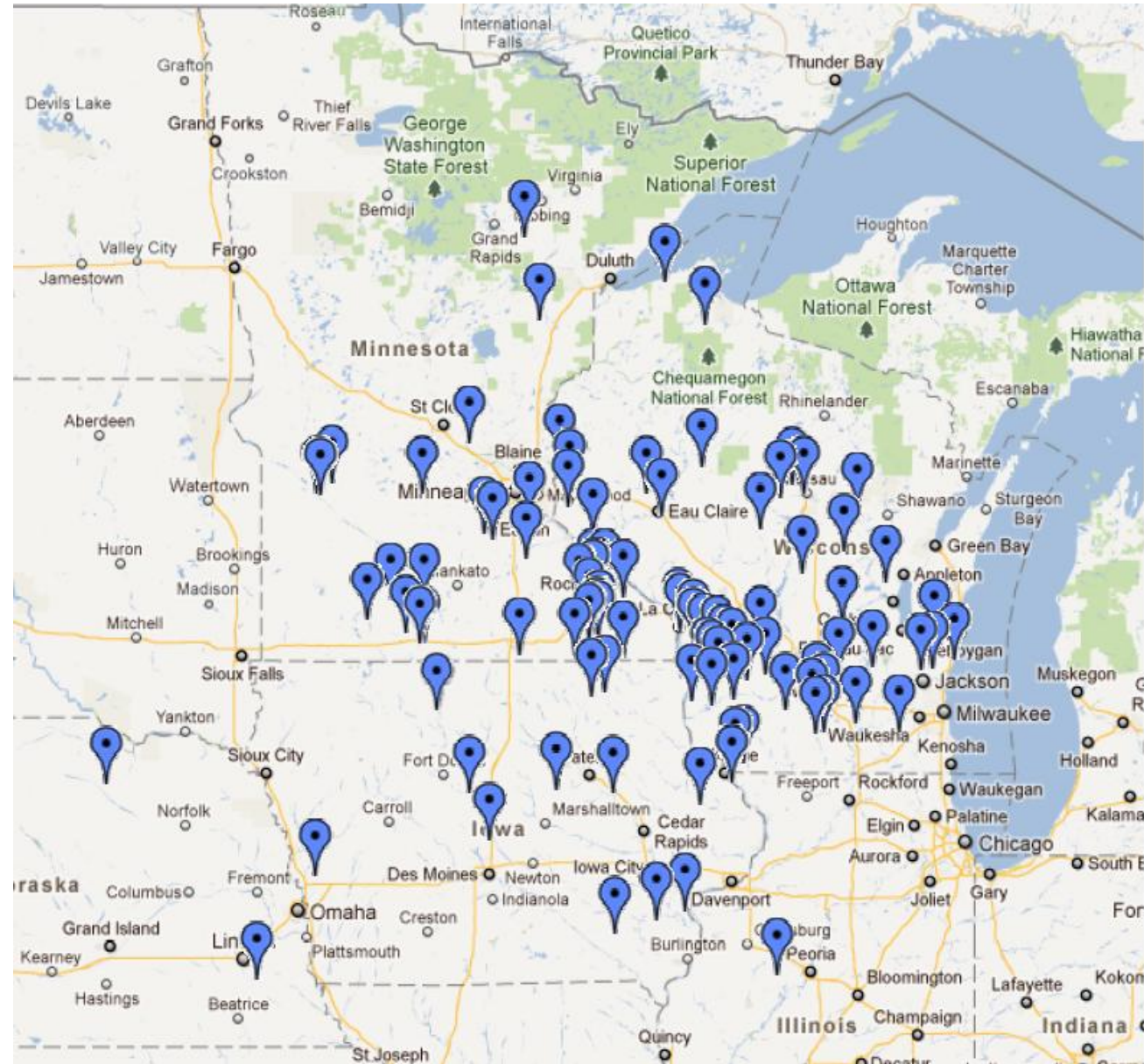
**Cache™**  
(Price W41)

**TrailRunner™**  
(Stap N7-6)

**Forager™**  
(Rose 9-2)

**UMHDI Adventure™ Series**

# Hybrid Seedling Populations 2007-2010





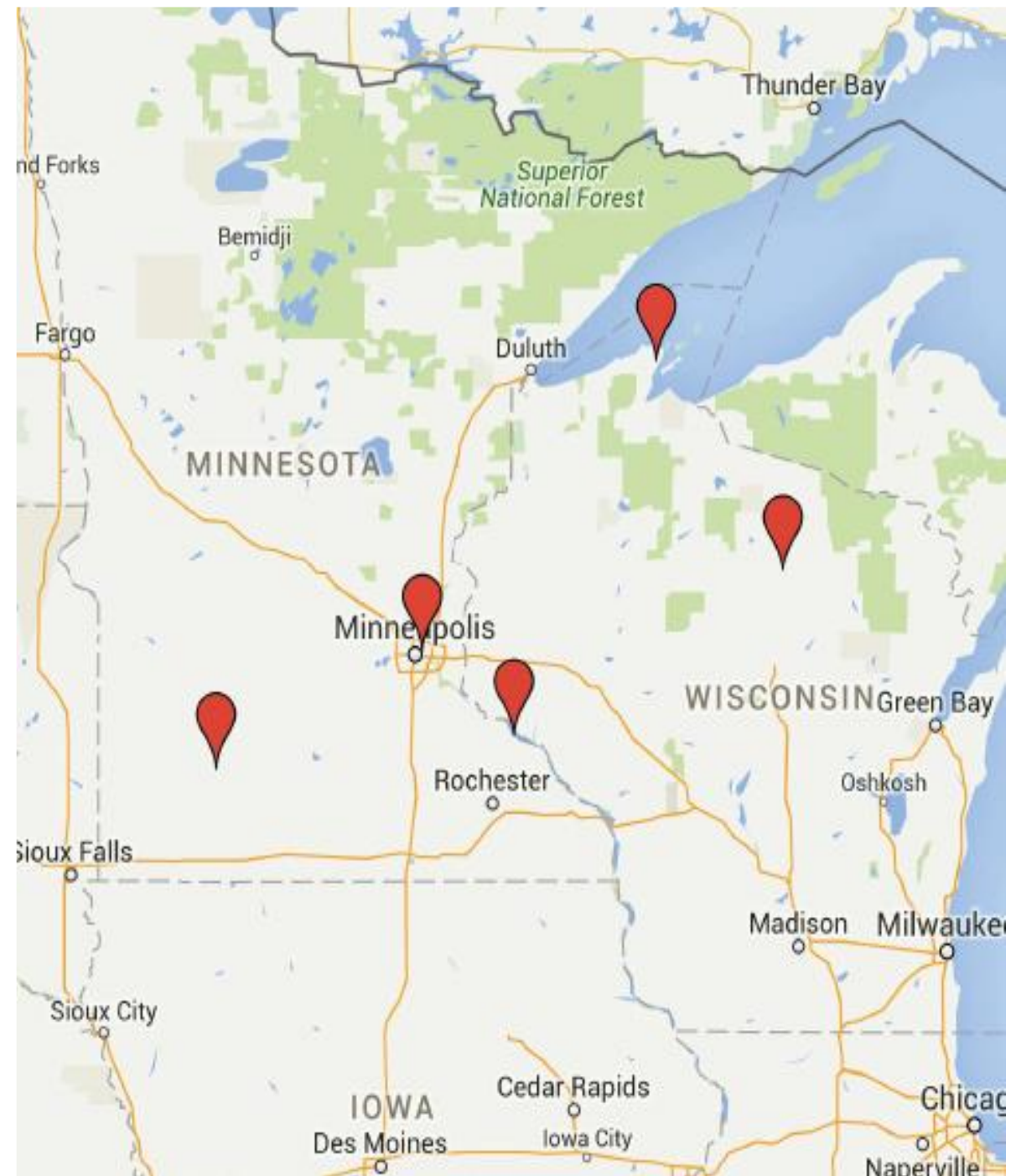
Arb 4-3 Price W41 Cuddy 2-28 Gibs 5-15 Rose 18-10 Shep Rosy Stap N2-7 SPC-2D5 Minar 342 Rose 9-2

# UMHDI Germplasm Performance Trials (GPTs)

Evaluation of promising hybrid  
genotypes selected from on-  
farm plantings in the Upper  
Midwest

2008-2017

3-5 reps/genotype



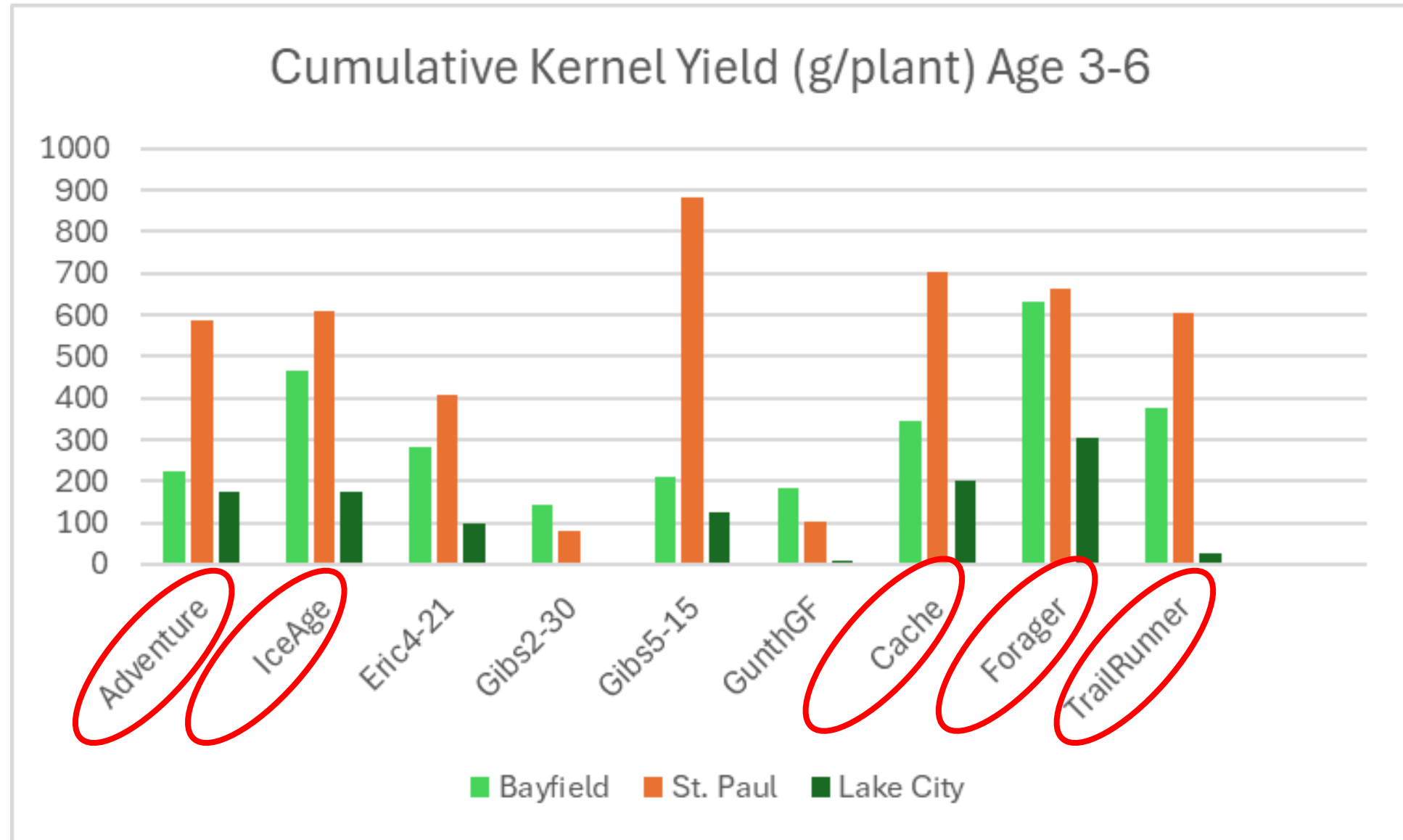
**Kernel quality  
is likely good  
enough, especially  
for snack foods**

**Are the yields good  
enough?**

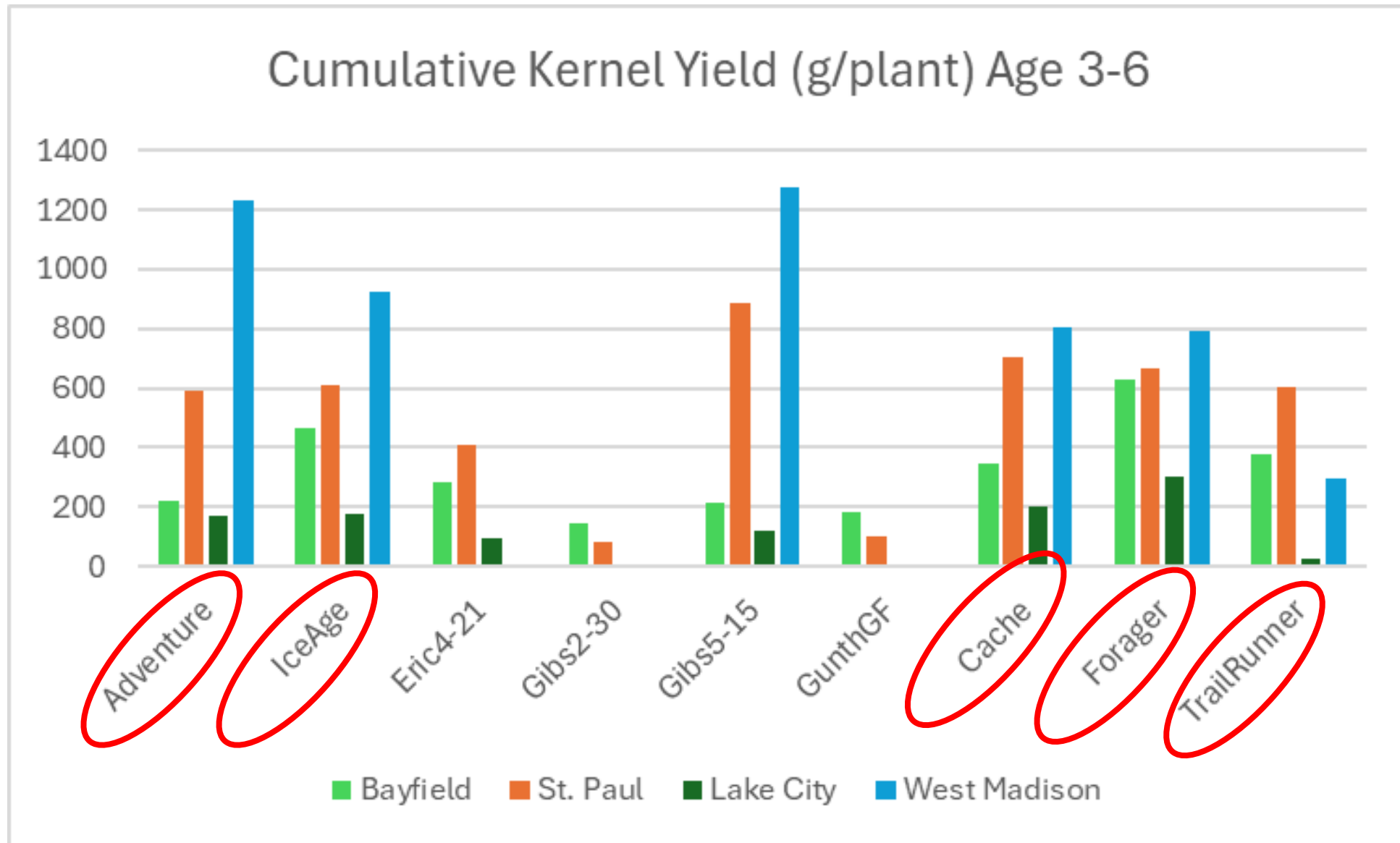
	<b>% Kernel</b>	<b>Individual Kernel Wt (g)</b>
<b>TrailRunner</b>	37%	0.76
<b>Forager</b>	46%	0.72
<b>Cache</b>	38%	0.65
<b>IceAge</b>	39%	0.54
<b>Adventure</b>	42%	0.52

West Madison JPT Average of 23-25

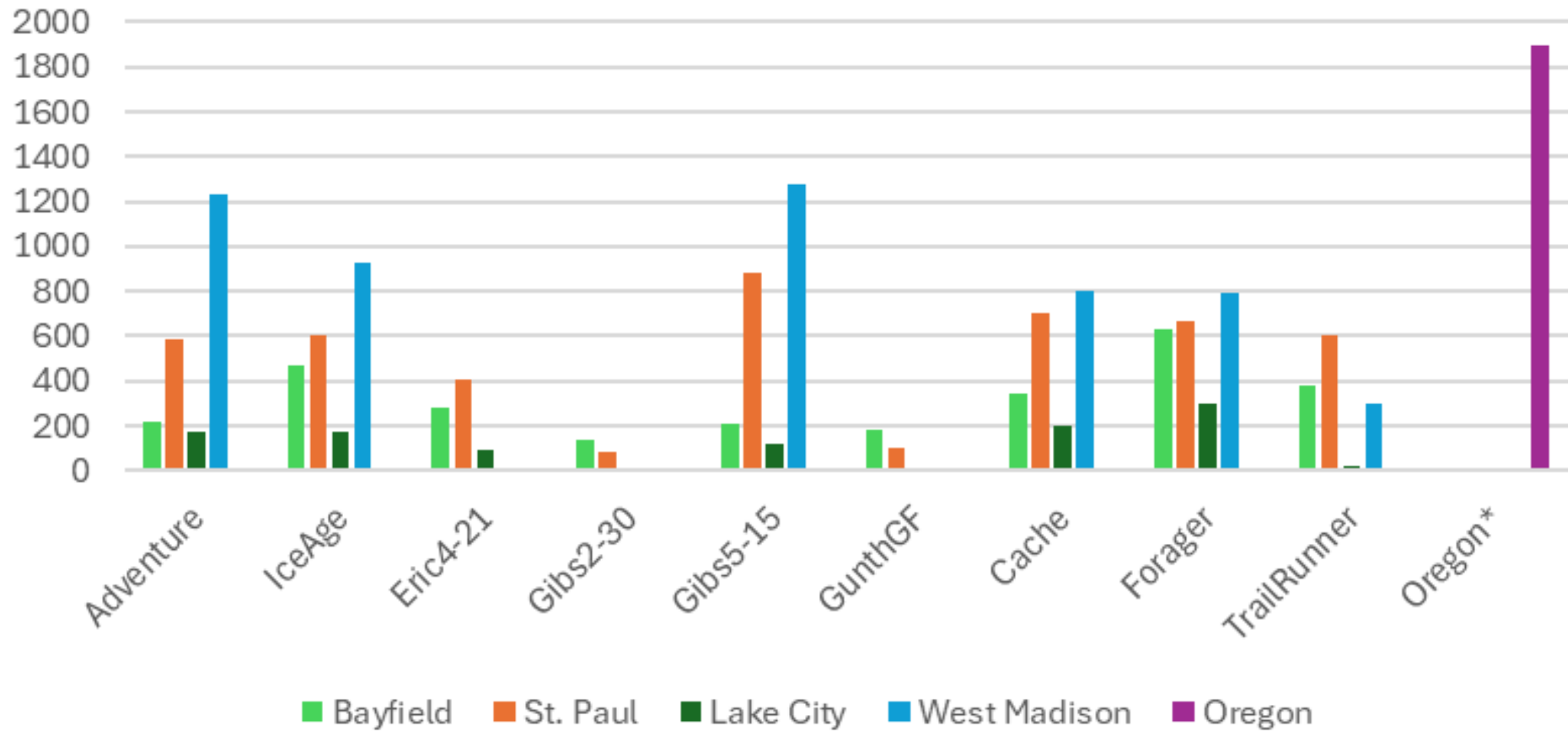
**Germplasm  
Performance  
Trials  
2009-2018  
3 reps per  
genotype**



**Blue bars:  
West Madison  
JPT (2018-  
present)  
5-11  
reps/genotype**



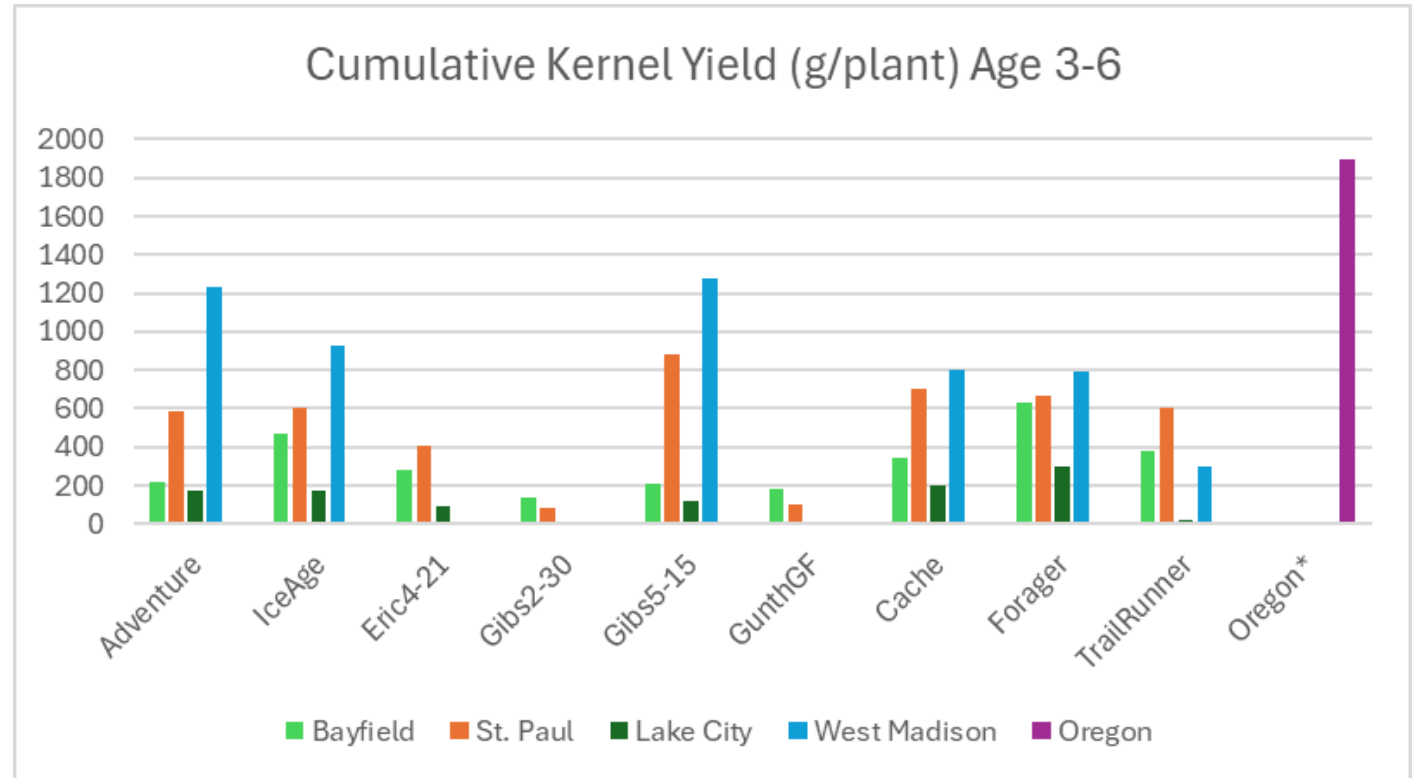
## Cumulative Kernel Yield (g/plant) Age 3-6



\* Mehlenbacher et al, 2023

## Our Modeling Suggests the Adventure Series Yields Can Support Commercial Production in the Upper Midwest

Year	canopy coverage	lbs kernel/ac	lbs in-shell
3	15%	8	20
4	25%	116	289
5	40%	305	762
6	45%	515	1286
7	50%	844	2110
8	50%	898	2246
9	50%	980	2450
10	50%	980	2450
11	50%	1157	2893
12	50%	980	2450
13	50%	1157	2893
14	50%	980	2450
15	50%	1157	2893



# **Part 2: The Plan For Deployment and Scaling**

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**Upper Midwest  
HazelNut  
Development Initiative**

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# UMHDI 2030 Initiative

**20,000 acres of Midwest hazelnut production by 2030**

Improved  
Germplasm  
R&D

Sustainable  
Production

Harvest and  
Receiving  
Stations

Shelling  
Facilities

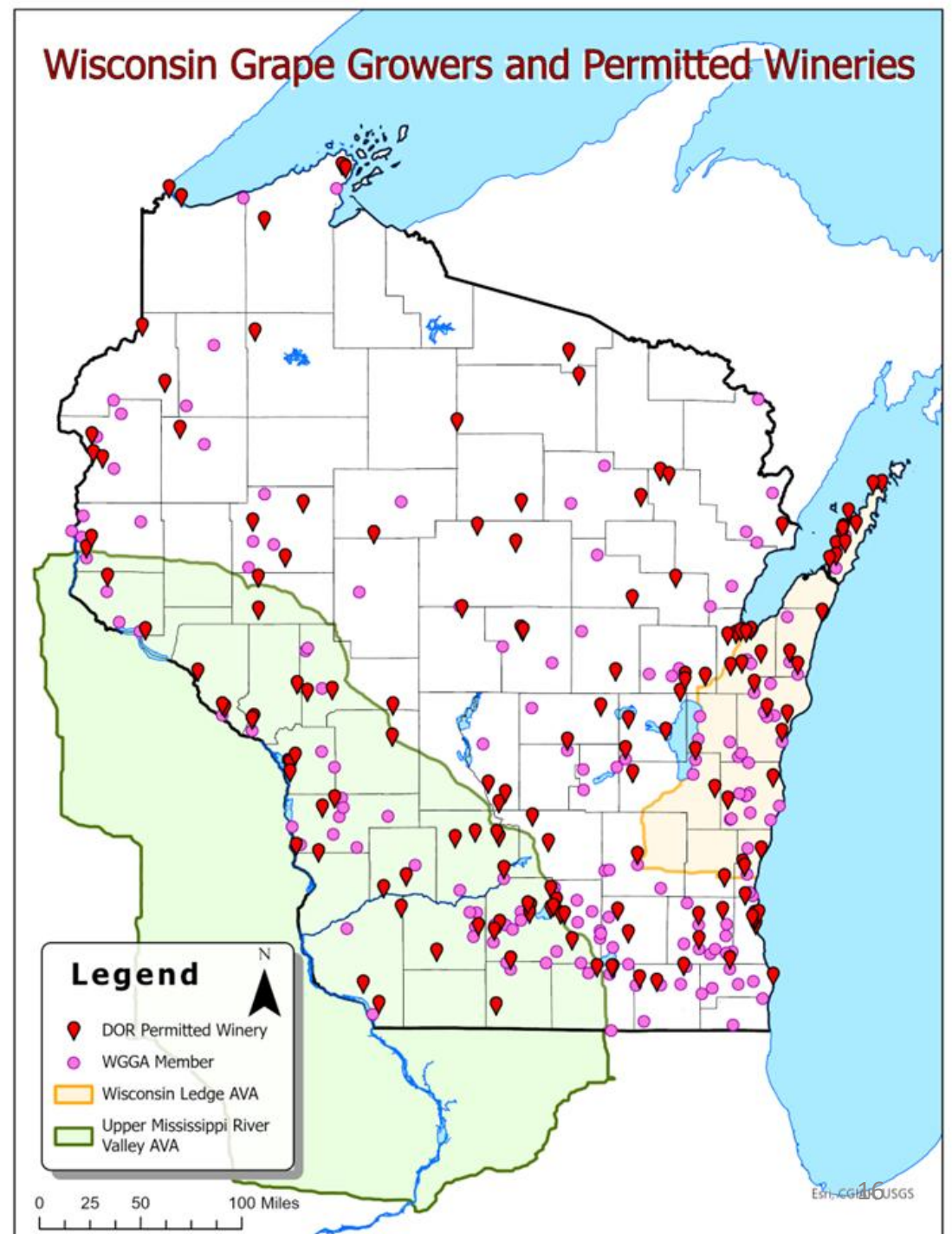
Grower-  
Owned Value  
Chain

Markets and  
Consumers

**How Do We Get There?**

# The Wine/Grape Free For All Model

- Lots of geographically distributed small vineyards, most under 5 acres and unprofitable
- Lots of small wineries in tourist destinations reliant on B2C sales
- Financed by retirement income/savings
- They've hit a ceiling



# The Grower Cluster Model

- **Develop geographic grower clusters** to enable sharing of costs, knowledge, and infrastructure
- **Help the grower clusters be successful**
  - **De-risk/validate early production** when risk and inefficiencies are high
  - **Align nursery stock supply chains** with grower demand
  - **Provide open-access subsidized processing** to navigate the valley-of-death and avoid gatekeepers
  - **Support grower-ownership** of the value-chain
  - **Robust R&D program** to solve problems

# Shepherding the Grower Cluster Model

De-risk/Validate Early Production

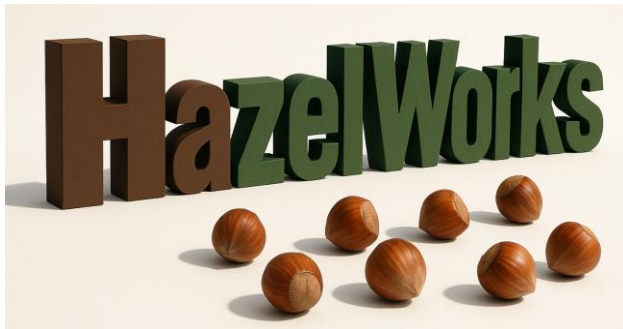
**Go-First Farm  
Network**

Align Nursery Stock Supply Chains



**Early-Adopter  
Commercial  
Partners**

**Provide Open-Access  
Subsidized Processing**



Support Grower-Ownership



Robust R&D Program



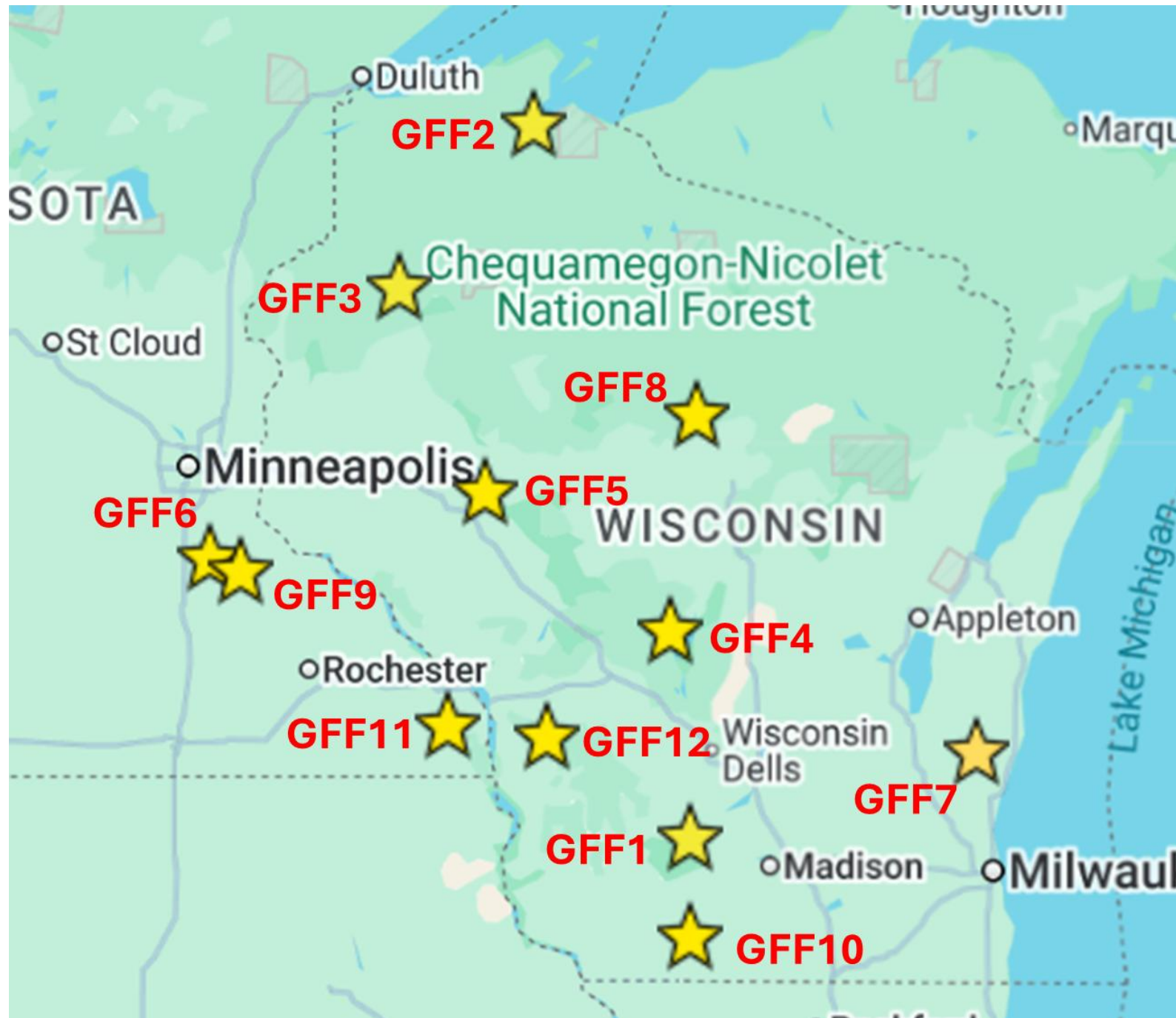
# Multi-Purpose Go-First Farms

- De-risked early production of UMHDI Adventure™ Series
- Evaluation of advanced UMHDI breeding material
- Demonstration and agronomic research
- Local partnerships to develop scaled and efficient supply chains



# UMHDI Go-First Farms (As of January 2026)

- GFF1 – Spring Green, WI
- GFF2 – Ashland, WI
- GFF3 – Spooner, WI
- GFF4 – Finley, WI
- GFF5 – Chippewa Falls, WI
- GFF6 – Farmington, MN
- GFF7 – Adell, WI
- GFF8 – Merrill, WI
- GFF9 – Cannon Falls, MN
- GFF10 – Argyle, WI
- GFF11 – Houston, MN
- GFF12 – Cashton, WI
- GFF13 – Merrill, WI





**GFF4**  
Ashland, WI



**GFF2**  
Ashland, WI



**GFF5**  
Chippewa Falls, WI



**GFF3**  
Spooner, WI

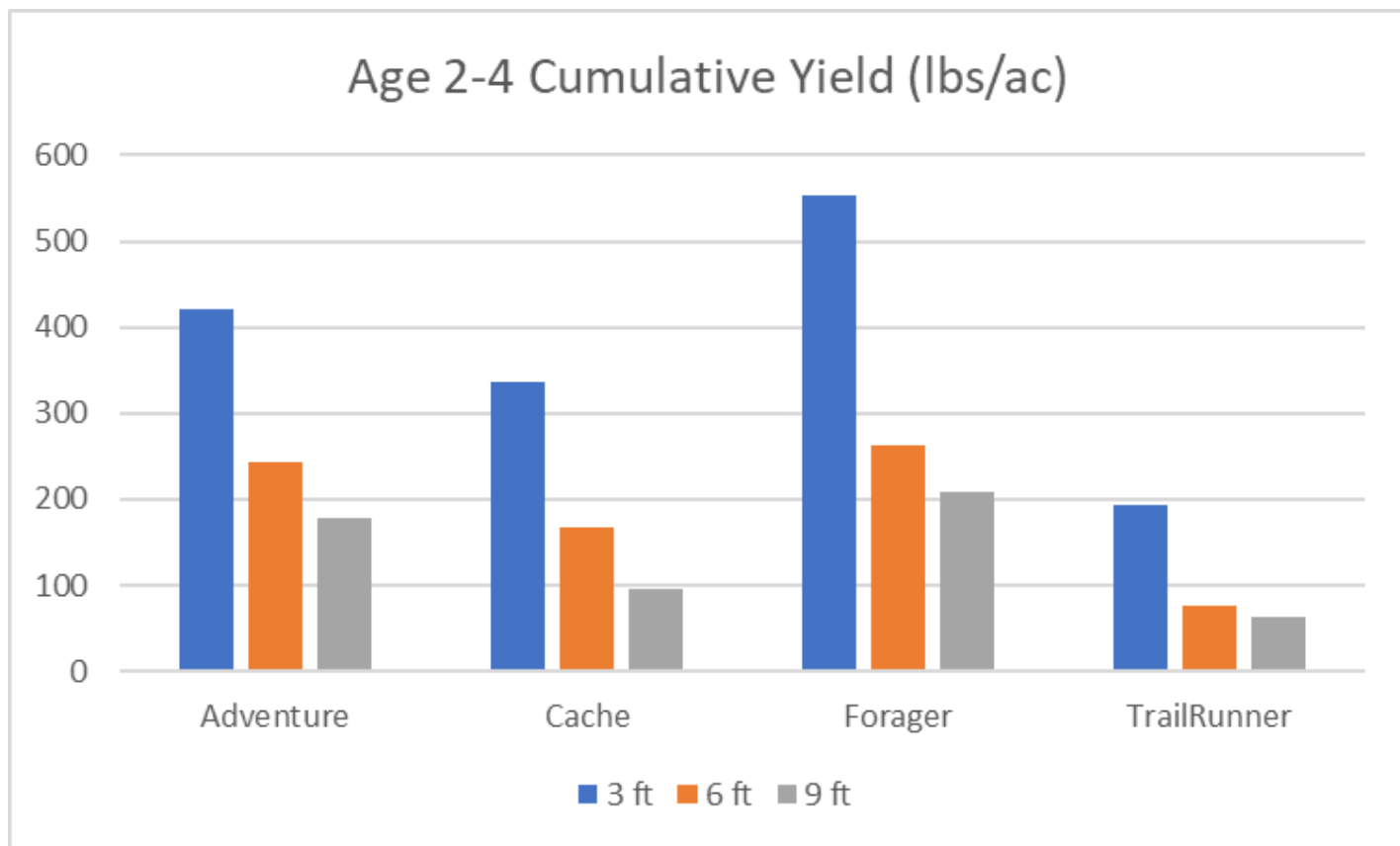
**Go First Farms  
Adventure™ Series  
Planted To-Date  
Oldest – planted 2022**

<b>GFF</b>	<b>Arb 7-1</b>	<b>IceAge</b>	<b>Cache</b>	<b>Forager</b>	<b>TrailRunner</b>
1	176		182	178	186
2	90		123		167
3	156	29	78	156	235
4	0				588
5	81		101	12	139
6	120		229		373
7	68				138
8	250		138	31	250
9	0				0
10	134				0
11	56				144
12	0				0
<b>Total</b>	<b>1131</b>	<b>29</b>	<b>851</b>	<b>377</b>	<b>2220</b>

# Spring Green Spacing Trial 2022-present

**121 reps per genotype**

Year	canopy coverage	lbs kernel/ac	lbs in-shell
3	15%	8	20
4	25%	116	289
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# Align Nursery Stock Supply Chains



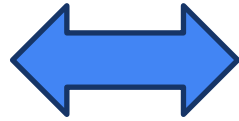
## Early-Adopter Commercial Partners

- Spin-off business of the UMHDI
- Steward-owned company
- Develop nursery stock supply chains
- Pool orders among growers for better quality and pricing
- Co-founder - Colin Cureton
- Assisted by Mission Stewards
- Formal and informal groups of growers working together to grow hazelnuts
- Ideally, clustered around a GFF
- Priority access to plants
- The core of the cluster model

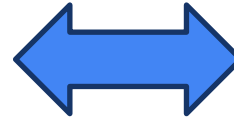
# Midwest Hazelnuts, LLC Governance

- Purpose not profit drives decision making
- Steward-ownership model (separate voting and economic rights)
  - **Mission-Steward Members** - voting rights
  - **Resource-Steward Members** – economic rights
  - **Business-Steward Members** – voting and economic rights
  - **Golden Share** - ensures any profits are invested back into the UMHDI mission (regenerative not extractive)

# Strategic Plant Sales To Support The Grower Cluster Model



Midwest  
Hazelnuts  
LLC



Go-First Farm  
Network

Early-Adopter  
Commercial  
Partners

Go-First  
Growers

Online  
Sales

**Goal:** Perfectly aligned  
supply and demand where  
everyone is happy

# Early-Adopter Commercial Partners

Application process

Formal or informal groups of growers (minimum of 3) with demonstrated experience working together

Pooled plant orders placed annually

How can you work together?

- Cost-share programs
- Pooled plant orders
- Receiving station
- Nursery



# Current Early-Adopter Commercial Partners



## 3. Go-First Growers

Application process

Must be within 25 miles of a Go-First Farm

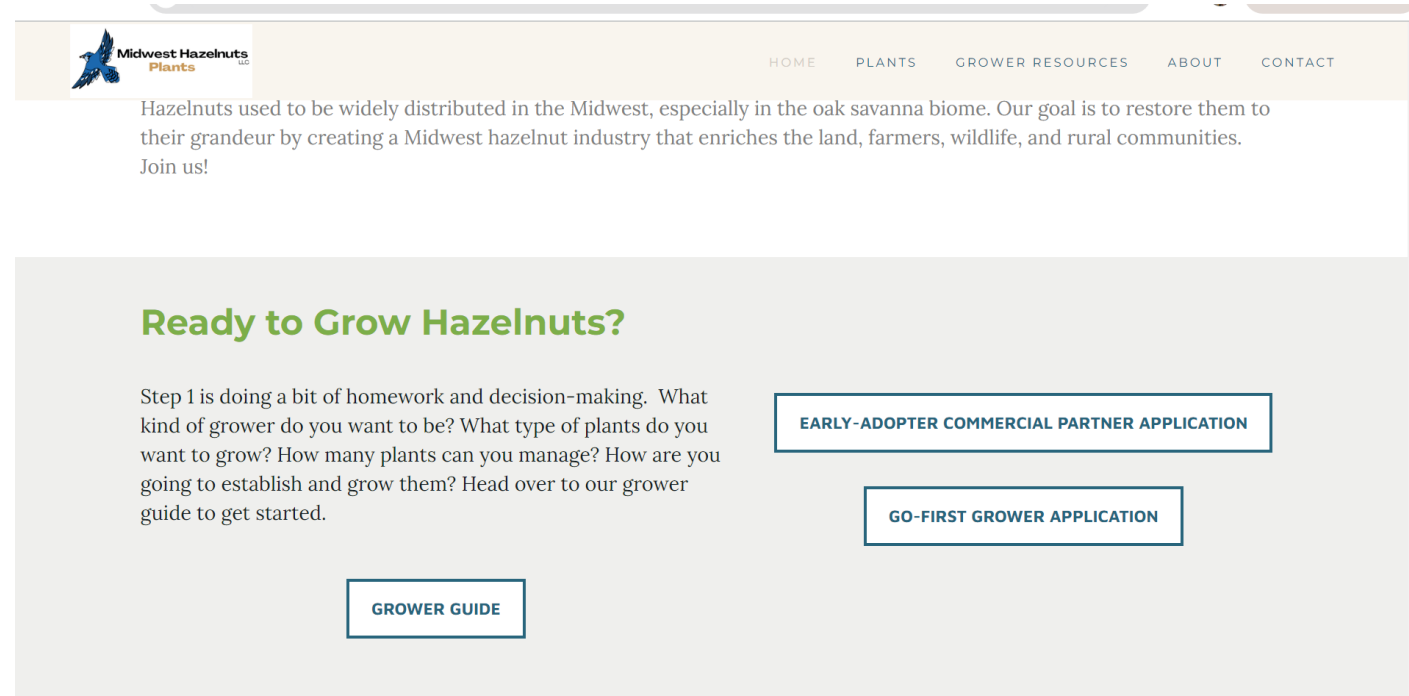
## 4. On Your Own

Get on the waiting list to be notified when online ordering is open



# Three Ways to Access UMHDI Plants

- Be part of an Early Adopter Commercial Partner organization
- Apply to be a Go-First Grower
- Sign up for the waiting list to be notified when ordering is open online



The screenshot shows the website for Midwest Hazelnuts Plants. The header includes the logo and navigation links: HOME, PLANTS, GROWER RESOURCES, ABOUT, and CONTACT. Below the header, there is a paragraph of text: "Hazelnuts used to be widely distributed in the Midwest, especially in the oak savanna biome. Our goal is to restore them to their grandeur by creating a Midwest hazelnut industry that enriches the land, farmers, wildlife, and rural communities. Join us!"

The main content area features a section titled "Ready to Grow Hazelnuts?" with the following text: "Step 1 is doing a bit of homework and decision-making. What kind of grower do you want to be? What type of plants do you want to grow? How many plants can you manage? How are you going to establish and grow them? Head over to our grower guide to get started."

Three buttons are visible: "EARLY-ADOPTER COMMERCIAL PARTNER APPLICATION", "GO-FIRST GROWER APPLICATION", and "GROWER GUIDE".

[www.midwesthazels.com](http://www.midwesthazels.com)

# Availability Timeline

- Continuing to populate Go-First Farms, hope to be done 2026/2027
- Early-Adopter Commercial Partners ordering information goes out in late-March
  - UMHDI Half-sib seedlings available for Fall 2026
  - Adventure Series waitlist, some Fall 2026, mainly 2027
- Online Sales
  - UMHDI Half-sib seedling ordering open late March (for fall 2026)
  - Join the mailing list