

American Hazelnut Company (AHC), a Collaborative Effort

Mary Hovel

American Hazelnut Company (AHC)

Mary Hovel was a founder of American Hazelnut Company, LLC in 2014, and currently serves on the board of directors. AHC is a grower-owned company with 34 members, dedicated to aggregating Midwest-grown hybrid hazelnuts directly from growers. The company adds value by further processing hazelnut kernels into consumer packaged goods, such as flavored snacks. AHC has a growing customer base that includes online, wholesale and ingredient customers. As research to identify and propagate promising hybrid hazelnut germplasm continues, AHC's role is to demonstrate that there is demand in the marketplace, which in turn helps to encourage prospective growers. Hovel will discuss the successes and bottlenecks that AHC has experienced.