

## Popcorn & Blue Corn

### Introduction

Popcorn is a special type of flint corn. Blue corn is a general term for corn producing ears with blue or mixtures of blue and white kernels. Both are harvested for their grain and sold for human consumption.

### Marketing and Market Outlook

Blue corn is used to make cereals, tortillas, cornmeal, some pancake mixes, corn chips and a number of Mexican foods. Popcorn can be sold un-popped for microwave or conventional use; or it can be packaged as a plain or flavor-added popped product.

Most specialty food grains are grown under contract with a processor who specifies both the hybrids to be planted and the number of acres. Prices received under contracts are sometimes linked to field corn prices through a set formula. The contract should be in place prior to planting. There are some prospects in western Kentucky for local contract popcorn production. A list of Kentucky popcorn producers can be obtained on the Kentucky Department of Agriculture Web site. A number of markets for blue corn in surrounding states may provide opportunities for Kentucky specialty corn producers.

Quality popcorn can also be sold on the open market since the product will keep indefinitely if properly stored. However, this is risky due to the very unpredictable popcorn market. Growers willing to become



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small-scale processors can also package and sell popcorn for local sales.

### Production Considerations

#### *Site selection and planting*

Field preparation for specialty corns is similar to that of field corn. No-tillage techniques, pioneered by farmers and researchers in Kentucky, are now so widely used in-state that they dominate seeding methods for corn. No-till is best suited to soils that are moderately well-drained to well-drained. Standard crop rotations often include corn-soybean or corn-wheat-soybean rotations. Optimum planting dates usually range from the first of April to mid-May.

Because specialty corns freely cross pollinate with other types of corn, isolation is necessary to produce a high quality crop. Isolation from other corn varieties can be accomplished by physical separation or by making sure there is a minimum of 14 days difference in the maturities of the different types.



### *Pest management*

Major insect pests include flea beetles, cutworm, corn borer, and corn earworm. Scouting to monitor populations can help the grower determine when and how often insecticides should be applied. Potential disease problems include damping-off, gray leaf spot, stalk rots and viruses. Crop rotation, seed treatment and the use of resistant varieties can help reduce disease and insect problems. Fungicide sprays typically do not show justifiable economic returns for commercial corn production. Weed control can be achieved by a good crop rotation program and the use of herbicides.

### *Harvest and storage*

Specialty food corns are harvested at various moisture levels, depending on the type of corn and whether it is harvested on the ears or shelled. Popcorn is harvested only after it reaches full maturity in order to maximize popping potential. Blue corn kernels are initially white, darkening to blue as kernels dry. Harvesting specialty corns with a rotary combine generally results in less damage to the kernels. Aeration is necessary for extended storage.

### *Labor requirements*

Labor needs are approximately 4 hours per acre for production and harvest.

### **Economic Considerations**

Initial investments include land preparation and the purchase of seed. Blue corn and popcorn prices would be expected to be slightly higher than white/yellow food corns; however, specialty corns generally also have a lower yield. Total 2006 costs for contracted popcorn (reduced tillage) are estimated at \$219 per acre. Presuming

a harvest of 3,400 pounds per acre sold at \$10 per hundredweight (cwt), gross returns of \$340 per acre would be expected. Returns to operator labor, land, capital and management would then come to approximately \$121 per acre. Blue corn returns would also be expected to be in the \$100 per acre range. Producers should remember that costs and returns can vary greatly between production settings.

### **More Information**

- A Comprehensive Guide to Corn Management in Kentucky, ID-139 (University of Kentucky, 2001)  
<http://www.ca.uky.edu/agc/pubs/id/id139/id139.htm>
- Field Crop and Forage Enterprise Budgets for Kentucky (University of Kentucky, 2004)  
*interactive field crop budgets*  
[http://www.uky.edu/Agriculture/AgriculturalEconomics/pubs/software/budgets\\_fieldcrop.html](http://www.uky.edu/Agriculture/AgriculturalEconomics/pubs/software/budgets_fieldcrop.html)
- Kentucky Department of Agriculture Division of Marketing and Agribusiness Recruitment (KDA)  
<http://www.kyagr.com/marketing/agribusiness/index.htm>
- Kentucky Integrated Crop Management Manual for Corn (University of Kentucky, 1997)  
<http://www.uky.edu/Ag/IPM/manuals/ipm2corn.pdf>
- Alternative Field Crops Manual: Popcorn (University of Wisconsin and University of Minnesota, 2000)  
<http://newcrop.hort.purdue.edu/newcrop/afcm/popcorn.html>
- Blue Corn (Purdue, 1993)  
<http://www.hort.purdue.edu/newcrop/proceedings1993/V2-228.html>