The common persimmon (Diospyros virginiana L.) is a slow-growing, medium-sized tree. It can grow under a variety of conditions and is often found in abandoned fields and denuded cropland with poor soils. The native range extends from Connecticut to southern Florida, and west into Kansas and Oklahoma (shown in green on the map below). The species is most abundant in the rich bottomlands of the Mississippi River and associated tributaries.

**Nontimber Uses**
- The fruit of common persimmon is the primary product of interest, though the wood used to be desired for such items as golf club heads.
- Prior to European settlers, indigenous people ate the fruit fresh and dried, using it to make bread or dehydrated ‘cakes’ that were used throughout the year.
- Native Americans used the inner bark and unripe fruit to treat various ailments and used the immature pulp to make dye.
- The attractive glossy, leathery leaves make common persimmon popular for landscaping.

**Key Points**
- Common persimmon is native to the United States but is not the primary persimmon species in commerce.
- People value common persimmon for its fruit, but it is also used for landscaping and can improve wildlife habitat.
- Since 2002, there has been a decline in volume of common persimmon per acre of forest land.
- Local communities could realize economic development potential by encouraging harvesting of natural stands of common persimmon.
- Thinning forest stands to release crowns may increase fruit production for humans and wildlife.

**Markets**
- The market is dominated by orchard-grown Japanese persimmon, a smaller tree that grows in warm climates and produces larger and sweeter fruits. In 2014, the value to the State of California, the major producer, was about $8 million.
- In 2015, the United States exported >$6 million of cultivated persimmon, mostly to Canada and Mexico.
- Common persimmon fruit collected from natural stands is a specialty item for local consumption, with a very limited market.
- The primary markets for common persimmon are farm stands, farmers markets, and other direct consumer venues.
- Festivals in Indiana and North Carolina that market common persimmon fruit to local communities demonstrate that other communities could benefit from expansion of markets for wild-harvested fruit.
- Efforts are underway to develop common persimmon as an alternative specialty crop.
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