



SERVICEBERRY

Nature's Sweetest Signal of Spring

Environmental Message

March 2025

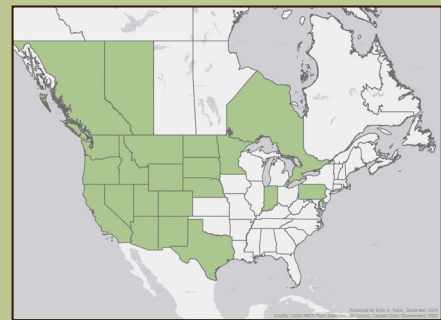
Did you know? Serviceberry (*Amelanchier*) goes by many names, each reflecting its significance in different regions. In some areas, it's called Juneberry, as its berries typically ripen in June. The name Shadblow originates from its early spring blooms, which traditionally signaled the arrival of shad fish at peak season. In western North America, it's often referred to as Saskatoon, a name derived from the Cree word for the plant.



Human and Wildlife Uses. Serviceberry is a powerhouse for both humans and wildlife. Its sweet, blueberry-like fruits have been enjoyed for centuries by Indigenous people, who used them in traditional dishes, as well as for medicinal purposes. Serviceberry provides a critical food source for birds, bears, and other mammals. The flowers attract pollinators such as bees and butterflies, while the shrub itself offers nesting and cover habitat for small animals.

Border Zone Compatible. Western Serviceberry (*Amelanchier alnifolia*) is compatible with vegetation management goals on electric rights-of-way (ROW) because it typically stays below utility line clearance distances, with an average height of 6–12 feet, reducing the need for intensive mechanical trimming or removal. Its ability to stabilize soil and thrive in a variety of conditions makes it a valuable asset for erosion control. By allowing Serviceberry to flourish on electric ROW, utilities can provide support for pollinators and other wildlife, while still maintaining safety and reliability.

Distribution Map



References/Works Cited

Fryer, Janet L. 1997. *Amelanchier alnifolia*. In: Fire Effects Information System, [Online]. U.S. Department of Agriculture, Forest Service, Rocky Mountain Research Station, Fire Sciences Laboratory (Producer). Available: <https://www.fs.usda.gov/database/feis/plants/shrub/amealn/all.html> [2025, January 12].

North Carolina Cooperative Extension, Gardener Plant Toolbox. (n.d.). *Western serviceberry Amelanchier alnifolia*. <https://plants.ces.ncsu.edu/plants/amelanchier-alnifolia/common-name/western-serviceberry/>

