



New York Berry News

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Spring has sprung! We continue to ride the whirlwind with temperatures state-wide ranging up and down the thermometer! For example, the NEWA weather station at Chazy, New York, up near the Canada/Vermont border, recorded a low of -21.4 F on 3/7/07. On 3/13/2007, the recorded high there was 49.1 F, a 70.5 degree change in temperature in less than one week's time! Then back again to below zero numbers on 3/21/07 when the mercury dropped to -10.1 F. Will it never end?! What did that crazy groundhog say anyway? Hopefully you are keeping warm, or cool, as the case may be and getting everything ready for a jump start on the season just in case spring arrives to stay sooner than later.

Lots of "new" news and events to report in this issue. See the calendar and news briefs for full details on those. Also some feature articles of note, including spring strawberry weed control, and a Smart Marketing article on the growing trend to "buy local".

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CURRENT EVENTS

March 27-29 Tourism Institute V. Join Finger Lakes Tourism Alliance and your colleagues in the tourism and hospitality industries for Tourism Institute V, at the beautiful Esperanza Mansion in Bluff Point near Penn Yan. Day One if this year's Institute will focus on The Essentials of Customer Serving Training presented by SkillPath. Day Two features Tourism Trends with Berkeley Young and Technology Trends with AJ Jordan, followed by a progressive dinner through Yates County. Day Three highlights Agritourism with noted expert Jane Eckert and our always popular Silent Auction. For information or to register, please contact FLTA at 800-530-7488 or e-mail info@fingerlakes.org.

April 3-5 High Tunnel & Greenhouse Management Tour organized by Northern New York's Cornell Cooperative Extension offices. The tour stops in Lowville, Adams Center, Rodman, De Peyster, Malone, and Keene Valley. See news brief below for details.

May 4-6 Growing Home Markets: Planning for Your Local Food Trading System. NYSAWG in partnership with the Risk Management Agency of USDA is sponsoring a free workshop series for new and limited resource farmers. We are looking for small scale family farmers who are interested in building local food networks that serve neighborhoods and communities with fresh, healthy and affordable food. Join us at Sprout Creek Farm in Poughkeepsie, NY for a gathering of experienced farmers from around the country who will lead workshops and hands-on demonstrations on these important topics: Local Food Marketing; Post Harvest Handling; Project Planning; Vermiculture/Composting; Logistics and Transport; And other topics... Overnight accommodations available at Sprout Creek Farm for a small charge of \$35 per person/per night. Space for overnight guests is limited so please reserve early. Each workshop is limited to thirty participants. Please register as soon as possible to make sure you can attend! To register, call (585) 271-0490.

August 14-15, 2007. NASGA Summer Tour, Niagara Falls Canada and Niagara region of New York. Mark your calendars now. Information in news brief below.



Tree Fruit & Berry Pathology, NYSAES



2007 Pest Management Guidelines for Berry Crops



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2007 PEST MANAGEMENT GUIDELINES FOR BERRY CROPS NOW AVAILABLE

The 2007 edition of the Cornell Pest Management Guidelines for Berry Crops is now available. This annual publication provides up-to-date pest management information for blueberry, bramble (raspberry and blackberry), strawberry, and ribes (currant and gooseberry) production. Guidelines are provided for the proper management of economically important insects, diseases, and weeds affecting these crops. Supplemental information on wildlife management and harvesting, handling, and transporting berries is also included.

Sporting a laminated full-color cover, this year's edition features an expanded discussion section on berry crop disease and insect management. In addition, new information on private pesticide applicator recordkeeping requirements has been added. Pesticide registration information has also been updated.

The 2007 Pest Management Guidelines for Berry Crops can be obtained through your local Cornell Cooperative Extension office or directly from the Pesticide Management Education Program (PMEP) Educational Resources Distribution Center at Cornell University. To order from the PMEP Educational Resources Distribution Center, call (607) 255-7282, send an email to patorder@cornell.edu, or order on-line at <http://store.cce.cornell.edu/pmep>.

Editor's note; As in previous years, the 2007 Guidelines is also available on line but has moved to a new location and is now in html format, rather than PDFs. See it at: <http://ipmguidelines.org/BerryCrops/>.

MARK YOUR CALENDARS NOW FOR THE 10TH ANNUAL SUMMER TOUR, NIAGARA FALLS, ONTARIO

August 14-15, 2007

The 10th Annual Summer Tour will be based in **Niagara Falls, Ontario** touring Ontario farms from Niagara to Simcoe, and the **Niagara Region of New York**.

Highlights will include a tour of Strawberry Tyme Farms in Simcoe, a nursery plant producer as well as producer of short day and day neutral strawberries.

Strawberry Tyme Farm is also a large producer of raspberry and grape tomatoes grown under Haygrove tunnels.

The second day of tours will take us to the **Niagara region of New York**.

Our headquarters hotel will be the Sheraton Fallsview, directly overlooking the Niagara Falls. [Click here](#) for more about the Sheraton Fallsview and to make your reservations. Our room rates are \$149 (Canadian). Be sure you tell them you are attending the NASGA Summer Tour.

Passports are required if you are crossing the border by airplane.



2007 TRACBERRY© SOFTWARE AVAILABLE SOON!

(Copyright Cornell University 2005-2007)

Juliet E. Carroll, Ph. D. Fruit IPM Coordinator, New York State IPM Program, Cornell Cooperative Extension, Cornell University, 630 W. North St., Geneva, NY 14456.

The 2007 TracBerry CDs will be available March 26. Make spray record-keeping easier for your strawberry, blueberry, raspberry, blackberry, currant, and gooseberry crops. Each 2007 CD includes: 2007 TracBerry, a digital certificate for the macros, the "Getting Started Guide", a comprehensive, 22-page, Trac software manual, and the software license agreement.

What's New?

- The latest farm chemical information, based on the 2007 Cornell Guidelines.
- Push a button to add rows as needed.
- Print the needed EPA WPS Central Posting Form information by clicking the print button.
- Filter the Chem Table so only the products you use show up.
- Filter the blank rows out of the reports and print easily.

As always

Use copy and paste to move information from Trac 2006 files into Trac 2007. Hardware and software requirements include: Microsoft Excel, CD Drive, and a printer to print reports, if needed. Streamline your record-keeping and reporting spray information with TracBerry 2007. For tech support contact Julie Carroll, 315-787-2430, jec3@cornell.edu.

Funding for TracBerry has been provided by: The New York State Department of Agriculture and Markets, the New York Agriculture Innovation Center, and the New York Farm Viability Institute.

Thank you for participating in our recent Trac Software survey!...paving the way for 2008 improvements.

Trac Software <http://nysipm.cornell.edu/trac/>

Trac Software Order Form:

1. Check the software being requested

The price for each CD is \$20 (make checks payable to Cornell University)

- TracApple
- TracGrape
- TracBerry
- TracStoneFruit

2. Fill out shipping information

Name: _____

Business Name: _____

Address: _____

Address: _____

City, State, Zip: _____

Send us your email so we can easily send you updates: _____

3. Send order with payment to:

Trac Software, NYS IPM Program
Cornell University
c/o Michele Kaufman
630 West North St.
Geneva, NY 14456-0462

Order questions? Email: mrk25@cornell.edu.

HIGH TUNNEL AND GREENHOUSES ARE FOCUS OF APRIL 3-5 TOUR

Anita Deming, Cornell Cooperative Extension of Essex County and Kara Lynn Dunn, Northern New York Agricultural Development Program Publicist

Using high tunnels to produce high value crops in spite of the cold winter and short season in Northern New York is the focus of an April 3-5 High Tunnel & Greenhouse Management tour organized by Northern New York's Cornell Cooperative Extension offices. The tour stops in Lowville, Adams Center, Rodman, De Peyster, Malone, and Keene Valley and includes presentations by growers and Cornell University Horticulture Professors Dr. H. Christian Wien and Dr. Marvin P. Pritts. They will talk about the production and economics of high tunnels, particularly for producing such high value crops as raspberries, tomatoes, lettuce and flowers.

The High Tunnel & Greenhouse Management tour includes the following stops:

Tuesday, April 3

9:30-11:30am Cornell Cooperative Extension of Lewis County, Lowville, for the Cornell University professors' presentations

2:00-5:30pm Meet at Adams Center Library for Cornell presentations, travel to Almeda Grandjean farm with a greenhouse and high tunnel, Rodman

Wednesday, April 4

9am-12:30pm De Peyster Masonic Temple for presentations by Cornell University professors, possible travel to Dan Kent's high tunnel, De Peyster

3-6 pm Tour Bonesteel's Gardening Center, Malone (7 greenhouse operation) includes presentation by Cornell University professors

Thursday, April 5

10am-1:30pm Rob Hastings' Rivermede Farm (3 high tunnels, 11 growing structures total), Keene Valley; includes presentation by Cornell professors.

"This tour is a great way for people to learn how to extend the growing and selling seasons and how to add high value crops, including raspberries and flowers, to a high tunnel system," says tour organizer Anita Deming, executive director of Cornell Cooperative Extension of Essex County.

Tuesday, April 3: Visit Grandjean's in Jefferson County

On Tuesday, April 3, Almeda Grandjean of the Town of Rodman will share her story as a greenhouse grower and a high tunnel grower – perhaps the first high tunnel commercial grower in Jefferson County. With help from family and friends, Grandjean constructed her 96 foot by 20 foot by 12 foot tunnel with rollup sides in 2005.

"It was a learning experience at first. We are located on Dry Hill at an elevation even with Lake Ontario. The west winds here are cold in the winter and strong in the summer. A fall storm the first year destroyed the ends of the tunnel and flattened my tomatoes," Grandjean says. "But tomato plants are resilient. We straightened them up and they came right back."

Not one to give up, she rebuilt in spring 2006 and says the new heavy poly plastic ends held up well during the heavy winds of this winter. She says, "It's still up and ready to go for 2007."

In 2005 and 2006 Grandjean sold the tomatoes she grew in the tunnel to the South Jefferson and Watertown school districts as part of the local Farm-to-School program that links growers with school food programs to provide students with fresh, locally-grown produce. She also sells at five farmers' markets and through a CSA that provides food by subscription to members.

Grandjean has grown vegetable plants in her greenhouse since 2003. She produces a variety of vegetables in a three-acre garden and has grown sweet corn on 17 acres for 27 years. In 2007, Grandjean will plant colored peppers and cucumbers in the high tunnel.

Wednesday, April 4: Visit Bonesteel's Gardening Center in Malone

On Wednesday, April 4, Bruce Bonesteel of Bonesteel's Gardening Center, Malone, NY, will talk about his seven greenhouses. The Bonesteel family began growing in the 1970s and built their farm market/gardening center on Route 11 three miles west of Malone in 1980. The business is a limited liability partnership of Bruce Bonesteel, his wife, a son and a daughter. They start seeds in March, grow transplants, buy-in plant plugs to raise to maturity, and harvest vegetables and annuals through November. They offer farm tours, pumpkins and hayrides in the fall.

"We are a small, simple, family-run business that works well. We started by visiting other nurseries and greenhouses to see how they did things and now people are coming to us on tours such as this one on April 4th to get ideas on soils, production and other aspects of the greenhouse business," Bonesteel says.

Thursday, April 5: Visit Rivermede Farm in the Adirondacks

On Thursday, April 5, diversified grower Rob Hastings of Rivermede Farm in Keene Valley, NY, will talk about how he has grown his farm business from one 8x10, coal-heated greenhouse and a rototiller to now harvesting the bounty of 10 covered structures on three acres of land.

Hastings uses high tunnels, greenhouses and zip houses to grow multiple crops for eight months. He is aiming for a 10-month-long season in spite of frost, wind and winter in the Adirondack region of New York State. He sells maple syrup, fresh produce, flowers, gift baskets, and Christmas greens at his farm market, at regional farmers' markets, and by mail order. Hastings applies a \$10,000 rule – if a crop does not produce the equivalent of \$10,000 in minimum gross value per acre, Hastings eliminates it as a crop, increases its selling price or uses it as a loss leader to attract customers who will buy other, more profitable crops. Hastings says, "My income has steadily gone up every year by applying the \$10,000 rule."

Those interested in the tour may attend all or part of the free program. For more information on the high tunnel and greenhouse tour, contact Cornell Cooperative Extension of Essex County at 518-962-4810 x0. To reserve a seat on the Cornell Cooperative Extension of Jefferson County van from Watertown to Rivermede Farm in Keene Valley, NY, call Molly Ames, 315-788-8450.

USDA ANNOUNCES SECOND YEAR OF FARMERS MARKET PROMOTION PROGRAM GRANTS

WASHINGTON, Feb. 28, 2007 – Agriculture Secretary Mike Johanns announced USDA's Agricultural Marketing Service (AMS) is accepting applications for competitive grants targeted to helping increase consumption of agricultural commodities by expanding direct producer-to-consumer market opportunities. This is the second year of the grant program, the Farmers Market Promotion Program (FMPP), which is certified under the recently authorized amendment to the Farmer-to-Consumer Direct Marketing Act of 1976.

The primary objective of FMPP grants is to help eligible entities improve and expand domestic farmers markets, roadside stands, community-supported agriculture programs, and other direct producer-to-consumer market opportunities. Agricultural cooperatives, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities, and other entities as the Secretary may designate are eligible for FMPP funds.

Approximately \$1 million has been allocated for the FMPP program, with a maximum of \$75,000 for any one proposal. Matching funds are not required.

"Last year the Farmers Market Promotion Program proved to be a great success, helping support 20 projects across the country," said AMS Administrator Lloyd Day. "The benefits of direct-to-consumer marketing are two-fold -- giving consumers fresh, affordable, convenient and healthy products while helping our farmers supplement their income."

Information on how to apply for a grant was published in the Feb. 27, 2007, issue of the Federal Register, and is posted on the [AMS website](#). Applications and proposals must be received by AMS no later than close of business on April 13, 2007. Applications received after April 13, 2007, will not be considered.

For more information contact Errol R. Bragg, Associate Deputy Administrator, Marketing Services Branch, Transportation and Marketing Programs, AMS by: mail to Room 2646-South, STOP 0269, 1400 Independence Ave., SW, Washington, D.C. 20250; phone 202/720-8317; fax 202/690-0031; or e-mail to USDAFMPP@usda.gov.

MORE ON FARMERS MARKET PROMOTION PROGRAM

The USDA Agricultural Marketing Service is pleased to announce the availability of approximately \$1 million in competitive grant funds to support farmers markets and other direct marketing projects:

You are invited to submit proposals under the Farmers Market Promotion Program (FMPP) for Fiscal Year 2007. We urge agricultural cooperatives, local governments, non-profit corporations, public benefit corporations, economic development corporations, regional farmer's market authorities, and tribal governments to consider developing proposals for this grant program. The allocation of grant funds will be carried out in a single round of competition. Eligible entities must be

owned, operated and located within one or more of the 50 United States and the District of Columbia. The maximum amount of any one proposal is \$75,000.

Listed below are links to the application materials:

- [Notice of Funding Availability](#) (Federal Register, February 27, 2007)
- [FMPP Guidelines](#)
- [FMPP forms and website links](#)
 - SF-424 (Application for Federal Assistance)
 - SF-424A (Budget Information)
 - SF-424B (Assurances Form)
 - TM-29 Project Proposal Narrative Form
 - TM-30 Supplemental Budget Summary Form
- [FMPP Application Checklist](#)

Application forms and program guidelines are also available at the [AMS Marketing Services website](#). The deadline for submitting a FMPP application is the close of business on April 13, 2007.

All proposals will be given full consideration in an impartial review process and selection. We are looking forward to receiving innovative proposals that will assist us in expanding the domestic consumption of agricultural commodities while strengthening the nation's farmers markets.

HOOKER CONFIRMED AS STATE AGRICULTURE COMMISSIONER

Jessica A. Chittenden, Director of Communications, NYS Department of Agriculture & Markets, Albany, NY 12235

February 27, 2007. The New York State Senate today confirmed Patrick Hooker as the 26th New York State Agriculture Commissioner. As Agriculture Commissioner, Hooker will oversee the responsibilities of the New York State Department of Agriculture and Markets, which addresses agricultural economic development, environmental stewardship, and food safety issues to ensure agriculture remains a significant contributor to New York's economy and quality of life.

"I am deeply grateful to Governor Spitzer for allowing me this extraordinary opportunity to serve the industry that means so much to me and my family," Hooker said. "As Commissioner, I intend to be an advocate for farm families, explaining and defending their businesses to government officials and the public alike so that everyone can fully appreciate and have faith in the incredible food system we have here in New York State."

Albert Einstein once said, "Try not to become a man of success, but rather try to become a man of value." "Following the advice of Einstein, my goal is to bring value to the State's food and agriculture industry," Hooker added. "By connecting and engaging those involved in the industry, as well as those not directly involved, I hope to accomplish a greater understanding of the many diverse and legitimate needs that exist in this complex system, resulting in a stronger and more vibrant agricultural industry in New York State."

Hooker was nominated to be Commissioner by Governor Eliot Spitzer on January 11, 2007 and joins the Governor's administration with a wealth of knowledge, experience and passion for the State's agricultural industry. Hooker most recently worked for New York Farm Bureau for 16 years as the farm advocacy organization's top lobbyist, serving as Director of the Public Policy Division. He has also worked in the State Legislature – first for State Assembly Minority Leader C.D. "Rapp" Rappleyea as his Rural Affairs Advisor, and later as the Director of the New York State Senate Agriculture Committee, chaired by State Senator John "Randy" Kuhl.

Growing up working on a neighbor's dairy farm in rural Madison County, Hooker was active in the Junior Holstein Club, as well as the Cazenovia Aggies Chapter of the FFA, serving as State FFA President in 1979. Hooker graduated from Morrisville State College and Cornell University, where he studied agriculture and achieved the Dean's list at both institutions.

New York agriculture encompasses 25 percent of the State's landscape and generated \$3.6 billion for our economy last year. Currently, New York State has 7.5 million acres of farmland with 35,000 farms.



PAM FISHER RECEIVES AWARD OF MERIT



February 23, 2007. The Ontario Berry Growers met for their annual meeting in St. Catharines, Ontario, Canada following the Ontario Vegetable and Fruit Convention (February 20, 21 and 22). At this meeting they extended, for the first time in several years, their "Award of Merit". This award is not always given out on an annual basis, but whenever a deserving candidate is brought to the attention of the selection committee. A very surprised Pam Fisher, Berry Crop Specialist with the Ontario Ministry of Agriculture, Food and Rural Affairs, came to the front of the meeting room to collect her award while receiving a standing ovation. Congratulations Pam, on your award, and thanks again for all your author contributions to the New York Berry News. It couldn't have happened to a nicer girl!

PRIDE OF NEW YORK PROGRAM BENEFITS FOR BERRY GROWERS

Sue Santamarina, Manager, Pride of New York Program, and Tim Pezzolesi, Manager, Marketing and Promotion, Division of Agricultural Protection & Development, New York State Department of Agriculture & Markets

The mission of the Pride of New York Program is to increase consumer demand for agricultural products grown and food products processed within New York State. You may ask **how is this being accomplished?**

- By developing and promoting the Pride of New York brand - specifically the logo.
- By supporting the farm businesses, food service and retail outlets in the promotion of New York State products.
- By assisting growers and food processors with branding their products.
- And by helping consumers identify Pride of New York branded products.

You may also ask how exactly does this benefit you?

That question can be answered at least in part by taking a look at our goals and objectives for the coming year. In 2007-2008 we will continue to develop marketing opportunities to our members by: offering cooperative advertising programs; supporting or participating in more consumer events; supporting or participating in more trade events; increasing membership/key contacts in wholesale, retail and food service industries; enhancing the Pride website; increasing trade advertising in retail and foodservice publications; increasing consumer advertising; developing new consumer promotions through retail outlets, and assisting restaurant owners and chefs to source New York product.

We will also continue to recruit and grow our membership, so that the program can expand to meet the diverse needs of New York food and agricultural industry.

We strive to operate the Pride of New York program as a business. And we are working to market and promote your products. To help us maximize our effectiveness and value to our members we ask that you become familiar with and consider each and every opportunity the Pride offers. We recognize that some programs or point of purchase materials may be of particular interest to you while others may not. However, by being a Pride member you will continue to have new marketing and promotional options to consider and utilize as your business evolves and grows.

So...if you are not already a member of the Pride Program - you should be - please seriously consider joining. Thank you.

(Summary of talk from morning session of Empire State Fruit and Vegetable Expo berry session, February 15, 2007, Syracuse, NY)

WEED MANAGEMENT UPDATE FOR STRAWBERRIES

Robin Bellinder and Chris Benedict, Dept. of Horticulture, Cornell University, Ithaca, NY

Late winter always bring about thoughts of the upcoming growing season. We decided that this would be an opportune time to jump-start the weed management generator. Included here are some important chemical management updates along with some very simple ideas to help manage your weed populations through an integrated approach.

Cultural

Establishment year in strawberries is very difficult because commonly used production systems lend themselves to be out-competed by weeds (particularly the matted row system). One of the most effective means by which to reduce weed (and overall pest) pressure is to rotate your production fields. Three key ingredients for rotations include: 1) rotate out of berries for as long as possible between plantings, 2) avoid rotating with crops that host strawberry pests, and 3) include cover crops in the rotation (Grubinger, 2005). First, rotations break a static growing environment and place pressure on weeds through competition. Secondly, benefits from cover crop use have been well documented in research and a recent trial has demonstrated that inter-seeding a cover crop has competed well with weeds (Pritts & Kelly, 2001). **Avoid allowing weeds to go to seed should be the underlying goal of any long-term management decision.**

Mechanical

Use of cultivation is a very effective tool in reducing weed populations. Research tells us that the first 2 months after planting is the critical weed-free period (Pritts & Kelly, 2001). Sole reliance on cultivation equipment during this time period is difficult (especially in a wet spring), but possible. A 2006 field trial determined that integrating mechanical cultivation combined with banded herbicides can be more effective in reducing weed pressure than reliance on broadcast herbicides alone (Bellinder & Benedict, unpublished). To see some photos and descriptions of a variety of cultivation equipment check out: <http://www.hort.cornell.edu/departement/faculty/bellinder/new%20cultivation%20mech.pdf>

Chemical

There are some promising new chemistries that will be available to New York Growers in the next couple of years. We have tested these products in our field trial that was planted in the spring of 2006. For 2007, the grass herbicide Select® will now be registered as Select Max® and will not need to be applied with a crop oil concentrate. A new product Chateau® WDG may be available in the second half of the 2007 growing season after the DEC reviews the product.

In a 2006 field trial, we evaluated several herbicides that are not currently registered for strawberries to expand available products for producers. We were able to test Chateau® WDG and observed very good control of hairy galinsoga and shepherd's purse. Chateau® will most likely be registered as a 30 day pre-transplant, fall/spring dormant, and hooded between-row application. We tested Chateau and applied it within 24-hours of transplanting and observed good crop tolerance. Table 1 outlines the spectrum of control of registered products and how Chateau® may fit into your herbicide program.

Table 1.^a

Product	Broadleaf							
	Lambsquarters	Purslane	Ragweed	Pigweed	Galinsoga	Mustards	Nightshades	Velvetleaf
Pre-emergent								
Dacthal	G-E	G-E	P	F-G	P	P	F	P
Devrinol	E	G-E	P-F	G-E	F	P	P	P
Sinbar	F-G	F	F	P	P	G	F	P
Chateau	E	E	F*	E	P	G	E	F*
Post-emergent								
2-4,D	G	G	G	G	G	G	E	E
Stinger	P	P	E	P	P	P	E	P
Select	P	P	P	P	P	P	P	P
Fusilade	P	P	P	P	P	P	P	P
Roundup	E	E	E	E	E	E	E	E
Gramoxone Max	E	E	E	E	E	E	G	G
Scthye	E	E	E	E	E	E	G	G
Poast	P	P	P	P	P	P	P	P

Product	Annual grasses				Perennials
	Barnyardgrass	Crabgrass	Fall Panicum	Foxtail sp.	Y. nutsedge
Pre-emergent					
Dacthal	F-G	E	F-G	F-E	P
Devrinol	E	E	E	E	P
Sinbar	P	G	F	F	P-F
Chateau	F*	F*	F*	F*	P
Post-emergent					
2-4,D	P	P	P	P	P
Stinger	P	P	P	P	P
Select	E	G	E	E	P
Fusilade	G	G	G-E	G-E	P
Roundup	E	E	E	E	F
Gramoxone Max	E	E	E	E	G*
Scthye	G	G	G	G	G*
Poast	G	F	G	G	P

*Suppressed

^aThis table is based on applications made under varying conditions and does not necessarily outline results under all conditions.

References

1. **Colquhoun, J. and R.R. Bellinder. 1997.** New Cultivation Tools for Mechanical Weed Control in Vegetables. <http://www.hort.cornell.edu/departement/faculty/bellinder/new%20cultivation%20mech.pdf>
2. **Grubinger, V. 2005.** Proceedings New England Vegetable and Fruit Conference.
3. **Pritts, M. and M.J. Kelly. 2001.** Early Season Weed Competition Reduces Yield of Newly Planted Matted Row Strawberries. HortSci 36(4): 729-731.

INDAR’S BACK FOR BLUEBERRIES, AND HERE TO STAY!

Kerik Cox, Assistant Professor, Department of Plant Pathology, Cornell University’s New York State Agricultural Experiment Station, Geneva, NY

Several years ago, when I was running around blueberry orchards in middle and south Georgia collecting mummy berries like Easter eggs for my masters research, the producers had just begun to use Indar (fenbuconazole) on mummy berry disease by right of EPA Section 18 emergency exemptions. Even with these exemptions, the South still had a lot of mummy berry, but the popular consensus of the time was that we had a silver bullet in Indar, or at least, a silver-jacketed slug. Whether or not growers could keep getting the Section 18 exemptions for Indar on blueberry remained to be seen.



Nine years later, I arrived in Geneva as the new tree fruit and berry pathologist, and found none other than an expiring Section 18 for Indar use on mummy berry disease. I didn't reapply for the Section 18 this year, as many had mentioned in casual conversation that the New York mummy berry emergency had ended. However, some recent conversations with blueberry producers indicated that this was not necessarily the case, and made me wish I'd re-applied for the section 18 after all. All was not lost! In late September 2006, bushberry subgroup 13B tolerances were established for Indar, meaning that Dow AgroSciences could go forward with pursuing a label for bushberries like blueberry. However, I had to take Indar out of the 2007 Pest Management Guidelines as I was told by several individuals that there was no way "in creation" that Indar would be approved in NY for the blueberry 2007 season. The EPA quickly accepted the Section 3 supplemental label for Indar on 1/9/2007, but we still couldn't use it in New York until the New York State Department of Environmental Conservation (NYSDEC) approved the supplement. I was excited about the federal registration, but was still warned by many that it would easily take a year to get approval by NYSDEC.

NYSDEC's ears must have been burning, because on a chilly March 9th 2007, they approved the [section 3 supplemental label](#) for the use of Indar® 75WSP on diseases of blueberry, a scant three months after the federal label approval. The 2007 Pest Management Guidelines are already in print and cannot be updated, but in its stead, I offer the following recommendation for mummy berry management using Indar: Apply at a rate of 2 oz./acre at early green tip to protect against primary infection by ascospores. Come back during bloom with additional applications if you see shoot blight. Also, let's make sure we have Indar on blueberries for many years to come, so do not apply more than two sequential sprays before switching chemistries, and most importantly, never make more than four applications or apply more than 8 oz. per acre per year.

Indar is not just labeled for mummy berry, it can also be used for *Phomopsis*, anthracnose, powdery mildew, and leaf spot, but we have yet to evaluate these uses at Cornell. At the same time, Indar is no longer the only "game in town"; an extensive survey of recent Plant Disease Management Reports (American Phytopathological Society) gives good indication that other products labeled for mummy berry such as Pristine® fungicide and Switch® 62.5wg fungicide are also extremely efficacious and would be excellent choices for developing a fungicide rotation program for mummy berry.

BEYOND GROWING, PART I: BUYERS LOOKING FOR "LOCAL"

Judith Barry and Kristen Park, Department of Applied Economics and Management, Cornell University



The Department of Applied Economics and Management at Cornell University and Cornell Cooperative Extension of Dutchess County, New York sponsored the annual Cornell University Strategic Marketing Conference "Beyond Growing – Strategies and Technologies That Transform Products to meet Market Demand", November, 2006. The conference was held in the heart of food country, down the road from the Culinary Institute of America in Hyde Park, NY and 50 miles from Manhattan. Buyers from retail, foodservice distribution and restaurant channels shared their insights on buying directly from agricultural producers. Growers discussed their experiences on the market's demands, including quality standards, packaging, varieties, delivery schedules, and methods of conducting business. This Smart Marketing article is one of a two part series which will delve into some of the lessons that were shared at the conference.

Buying local is a growing trend.

The market interest in the "Buy Local" movement has been increasing for some time now. Recently however the market seems to have accelerated (Park, 2006). Several factors are thought to account for this.

With fuel prices on the increase and with no apparent decrease in the forecast, some New York buyers find local foods becoming more appealing as they travel fewer miles from farm to fork. Buyers are finding that locally produced products are becoming more cost competitive compared with some California or globally-sourced products. We have to qualify this advantage by saying that some economic studies find that total energy consumption which includes farm production costs, still find energy cost advantages in large growing regions, such as California.

Many consumers also find locally produced food more appealing and want to know specifically where their food is coming from. "The consumer wants to know more about how the food product was raised, rather than just what the product is and they are becoming more "educated" about food and are asking more questions," Dan Barber (keynote speaker at the Strategic Marketing Conference and owner and chef at the famous NYC "Blue Hill" restaurant and the more rural "Blue Hill at Stonebarn" restaurant). Because local growers are more accessible, consumers can ask questions about production practices and receive answers in person. Barber believes that buying products from around the world is one of his biggest

weaknesses. Although the global sourcing is necessary and product is excellent, he cannot visit the producers regularly to see their production practices first-hand or to hear their personal stories. Buying locally can provide him with the information which helps him sell his food.

Some of the more recent food safety breaches (particularly the California spinach *E.Coli* incident in summer 2006) has heightened the interest in local product. True or not, consumers believe that a local producer is more visible, more accountable, and more interested in providing safe food products to their own local community.

Theoretically, of course, product that is sourced locally may be fresher, having had to travel for a shorter distance. Product quality was an issue that was discussed extensively at the Strategic Marketing conference and is one that will be discussed further in the next Smart Marketing article.

The message from all three food sector buyers (retail, wholesale, restaurants) at the Strategic Marketing conference was that good quality local food is in such demand that some buyers are struggling to secure enough product for their customers. This is particularly the case in metropolitan and suburban areas where there are fewer farmers and where larger direct markets attract farm product away from retail outlets. In New York City, the large network of Green (Farmers) Markets (<http://www.ny.com/dining/green.html>) are competing with retailers for quality local produce. The retailers and restaurants in the suburban areas of New York City subsequently struggle to find local production.

Wendy Carter, Locally Grown Coordinator for the supermarket chain, Hannaford, summarized her panel presentation by saying "Producers should have conversations in the winter with produce managers to find out what they want and can then grow to meet the customers' needs. Build that relationship now. Relationships need building through conversations. Understand what they need, deliver when they want it, make it easy for the produce manager to do their job".

The general consensus for food service and wholesale is that people want to know where their food is coming from and they want to know it is nutritious, wholesome and safe.

References and Resources

1. A full review of the 2006 Cornell University Strategic Marketing Conference can be found at www.stewartpostharvest.com (Issue 1, February 2007) or at <http://marketingpwt.aem.cornell.edu/>
2. Park, K. The Marketing System. In: New York Economic Handbook: 2007. New York. Department of Applied Economics and Management, Cornell University, Ithaca, NY 14853. 2006. pp 2.1-2.7 or at: <http://aem.cornell.edu/outreach/outlook/2007/Chap2Mktg2007.pdf>

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