New York Berry News

CORNELL UNIVERSITY

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What's Inside

CURRANT EVENTS

January 6-7, 2011. *NARBA (North American Raspberry and Blackberry Growers Association) Annual Meeting*, Savannah, GA. For more information: Debby Wechsler, 919-542-4037 or info@raspberryblackberry.com, or http://www.raspberryblackberry.com/.

January 27, 2011. *Empire State Fruit and Vegetable EXPO berry session*. Mark your calendar now - details to follow in the next issue.

January 31 – February 3, 2011. *Mid-Atlantic Fruit and Vegetable Convention* at the Hershey Lodge in Hershey, PA. For more information visit www.mafvc.org.

February 8-11, 2011. *7th North American Strawberry Symposium and joint North American Strawberry Growers Association Meeting*. Tampa, Florida. Program and details follow below. For more information: Kevin Schooley, 613-258-4587, or info@nasga.org or http://www.nasga.org/.

March 5, 2011. *Planting, Cultivating, and Marketing Juneberries in the Great Lakes Region*. NYS Agricultural Experiment Station, Geneva, NY. For more information: Nancy Anderson (585) 394-3977 x427 or e-mail nea8@cornell.edu.

June 22-26, 2011. *10th International Rubus and Ribes Symposium, Zlatibor, Serbia***.** For more information contact: Prof. Dr. Mihailo Nikolic, Faculty of Agriculture, University of Belgr, Belgrade, Serbia. Phone: (381)63 801 99 23. Or contact Brankica Tanovic, Pesticide & Environment Research Inst., Belgrade, Serbia. Phone: (381) 11-31-61-773.

HAPPY HOLIDAYS!

NYBN CELEBRATES 10TH ANNIVERSARY IN 2011


New York Berry News
CORNELL UNIVERSITY

New ew York Berry News will celebrating its 10th anniversary beginning in January 2011 with a new look, new style, new monthly features, new authors and more.

NYBN will still include our standard berry events calendar; regional, state, and national agricultural news; information from berry organizations; feature articles; berry barometer; and weather reports. What's new are monthly features such as:

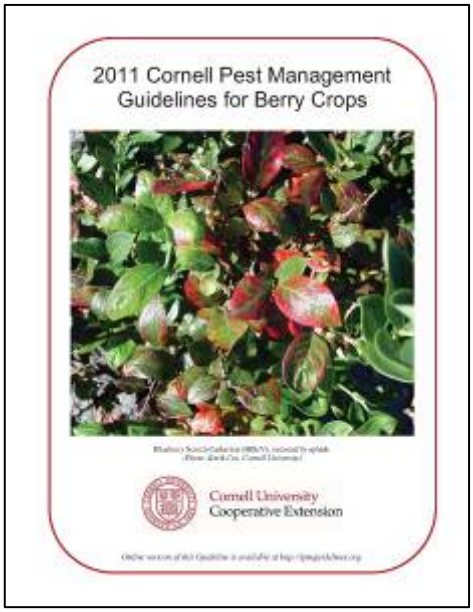
"GAPS News" – to keep you up to date on food safety on the farm issues
"Marketing Tip of the Month" – to help improve your bottom line in terms of marketing
"On the Organic Side" - for organic berry growers
"Tunnel Talk" for high tunnel producers
"Variety Spotlights" to assist you in making variety choices for your operation, and
"Focus on Pest Management" including a pest management update and disease and arthropod pest snapshots.

We would like to include you, our readers, in our new look. To do this we are adding a "Grower–to-Grower" column as a regular monthly feature. Please send us a short article (75 to 200 words) describing your berry operation or providing insights on how to get the job done better in terms of berry crop production, marketing, and/or business management. Send submissions, along with your photo to:

Cathy Heidenreich
Cornell University Department of Horticulture
Geneva Campus – NYSAES
630 West North Street
Geneva, NY 14456

Submissions may also be e-mailed to: mcm4@cornell.edu.

2011 CORNELL PEST MANAGEMENT GUIDELINES FOR BERRY CROPS NOW AVAILABLE



The 2011 edition of the *Cornell Pest Management Guidelines for Berry Crops* is now available. This annual publication provides up-to-date pest management and crop production information for blueberry, bramble (raspberry and blackberry), strawberry, ribes (currant and gooseberry), cranberry, elderberry, and Juneberry (Saskatoon) production in New York State. Supplemental information on wildlife management and harvesting, handling, and transporting berry crops is also included. The publication is designed to be a practical guide for berry crop producers, crop consultants, Ag chemical dealers, and others who advise berry crop producers.

In addition to the annually revised pesticide and crop production information, several significant updates have been made to the 2011 edition of the *Berry Guidelines* including:

- A brand new chapter on sprayer selection, calibration, and maintenance.

- Information on soil health and nematode testing.
- A new chapter on Juneberry (Saskatoon) pest management.

The 2011 *Cornell 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 PMEP, call (607) 255-7282, send an email to patorder@cornell.edu, or order on-line at https://psep.cce.cornell.edu/store/guidelines. Cost for the *Guide* is $26, shipping included.

PRODUCTS APPROVED FOR BROWN MARMORATED STINK BUG AND SPOTTED WING DROSOPHILA MANAGEMENT IN NYS

Concerns about two new invasive fruit pests, Brown Marmorated Stinkbug and Spotted Wing Drosophila, continue to rise as reports of their presence and damage to fruit crops in surrounding states are being confirmed. Berry growers are not without recourse, however, when and if these pests appear here in NYS.

The New York State Department of Environmental Conservation approved a FIFRA 2(ee) Recommendation for the use of Entrust (EPA Reg. No. 62719-282) on July 26, 2010 for suppression of the unlabeled pest Spotted Wing Drosophila on bushberries, caneberries, grape, pome fruit and stone fruit.

NYSDEC also recently approved a FIFRA 2(ee) Recommendation for the use of Danitol 2.4 EC Spray (EPA Reg. No. 59639-35) to control the unlabeled pest brown marmorated stink bug on bushberries, cotton, cucurbit vegetables, head and stem brassica, fruiting vegetables, pea (succulent), grape, pome fruit, stone fruit, and strawberry.

Applicators must have a copy of the 2ee label in their possession to make applications. Copies of the labels for these products may be retrieved from PIMS at http://pims.psur.cornell.edu/.

For more information on Brown Marmorated Stinkbug:

1. Rutgers University: http://njaes.rutgers.edu/stinkbug/identify.asp
2. The Pennsylvania State University: http://ento.psu.edu/extension/factsheets/pdf/BrownMarmoratedStinkBug.pdf
3. Ohio State University: http://ohioline.osu.edu/hyg-fact/pdf/FS_3824_08.pdf

For more information on Spotted Wing Drosophila:

1. Michigan State University: http://www.ipm.msu.edu/swd.htm
2. Oregon State University: http://ir.library.oregonstate.edu/xmlui/bitstream/handle/1957/13090/em8991.pdf;jsessionid=3891
3. Washington State University: http://extension.wsu.edu/swd

GET GAPS TRAINING ON LINE

The next English GAPs Online Produce Safety Course will begin January 5, 2011 and will run through January 25, 2011. **Registration is now open.** Each course is limited to 25 people. There is a $50 fee for taking this course.

About this course:

Implementing Good Agricultural Practices is a 3-week web-based course offered through the National GAPs Program. Most of the cost of the current section of the course is covered by a grant from the United States Department of Agriculture that also was used to develop the

course content, so it will only cost you $50 to participate. Once you enroll, we hope you will complete the course. The true cost of the course is approximately $350. Class size is limited to 25 people. Please help us utilize these funds responsibly by completing the course once you register.

This 3 week course is available 24 hours a day for the three weeks. The course provides a solid foundation of GAPs information to assist growers with understanding GAPs, writing a farm food safety plan, and implementing food safety practices on the farm.

Time Commitment

Within the three weeks you are expected to:

Complete a pre and post test
Read all course materials
Turn in 4 assignments for evaluation
Complete 2 self-tests
Contribute to the discussion boards.
Complete an online exit survey

Most students spend 15 to 20 hours on this course, but depending on your knowledge, more or less time may be required. If this is more than you can manage at the moment, we hope that you will not take the course at this time, but sign up at a later date when you have the time to complete the program.

Here is the course outline so you can review the content areas.

Good Agricultural Practices Online Produce Safety Course Outline

Module One: Welcome to Implementing GAPs: A Key to Produce Safety
1.0.0 Module Home Page
    1.1.0 About This Course
Module Two: Shared Responsibility in Food Safety
2.0.0 Module Home Page
    2.1.0 Reasons for Engagement
    2.2.0 Module Wrap-Up
Module Three: Good Agricultural Practices
3.0.0 Module Home Page
    3.1.0 Worker Training, Hygiene, and Health
3.2.0 Water Use
    3.3.0 Postharvest Water Use
    3.4.0 Soil Amendments
    3.5.0 Cleaning and Sanitation
3.6.0 Traceback and Recall
    3.7.0 Crisis Management
    3.8.0 Other Important Practices
    3.9.0 Module Wrap-Up
Module Four: Implementing Change
4.0.0 Module Home Page
    4.1.0 Education and Training in Food Safety
    4.2.0 Building the Plan
    4.3.0 Module Wrap-Up
Module Five: Course Conclusion

5.0.0 Module Home Page
5.1.0 Concluding Activities

Development of this course and its content has been a collaborative effort between professionals in government, academia, and industry, so we hope you enjoy the course and increase your produce food safety knowledge!

To register, follow this link to the registration page at www.ecornell.com/gaps, **check** the Add to Cart Checkbox and **click** the Add to Cart Button.

If you have any questions about the course, please contact Betsy Bihn, *National GAPs Program Coordinator,* at eab38@cornell.edu or at (315) 787–2625.

GROWING BERRIES IN TUNNELS AND GREENHOUSES

Saturday, April 2, 2011
8:30-Noon
Cornell Cooperative Extension Office
480 North Main St., Canandaigua NY 14424

We have an elite group of Cornell University faculty as presenters:

Dr. Marvin Pritts will speak on the cultural practices used in the production of fall raspberries, fall blackberries and summer blackberries using tunnels to extend the season and bring tender plants through the winter. Along with the economics of producing under tunnels and the pest management challenges associated with growing under tunnels.

Dr. Kerik Cox will address disease management in greenhouses, high tunnels and things in between using raspberries and strawberries as model systems. Specific aspects to be covered will include: common disease problems and management practices specific to greenhouses and high tunnels; also the efficacy, safety, labeling and use implications for greenhouse and high tunnel pesticide use on small fruit.

Dr. Courtney Weber will focus on raspberry varieties for high tunnel systems based on his experiences with the Haygrove multibay system. He will discuss the set up of his trellis system, irrigation, and timing of tunnel skinning and other aspects of production. He will also share results of two trials, one with summer bearing raspberry varieties and the other with fall bearing raspberry varieties, talk a little about the plant breeding program and the new selections that will be available in coming years.

Dr. Gregory Loeb will key in on the management of insect and mite pests of raspberries and strawberries that are most likely to be a problem in greenhouses or high tunnels. He will emphasize biology and alternative management tactics including biological control options where appropriate. Examples of pests to be considered include spider mites, tarnished plant bug and Japanese beetle.

Class fee: $15 per person, includes handouts, refreshments and networking

For more information: Nancy Anderson (585) 394-3977 x427 or e-mail nea8@cornell.edu.

CLEANSWEEPNY - FALL 2010 COLLECTION RESULTS

NYSDEC's fall 2010 CleanSweepNY collection event was a large success with over 43,912 pounds of hazardous chemicals collected for disposal which includes over 58 pounds of toxic elemental mercury. In addition, over 1,351 pounds of agricultural pesticides and pesticide contaminated soils were removed onsite from a farm needing this service. Over 250 triple-rinsed plastic pesticide containers were collected for recycling.

Many thanks go out to the NYSDOT personnel at their Potsdam, Lowville and Herkimer residences for their generous collaboration on this project and to the folks who helped with outreach which includes Cornell Cooperative Extension, BOCES, Soil and Water Conservation, Farm Bureau, and New York State's Green Industry.

Participants in the fall 2010 CleanSweepNY chemical collection event included 15 growers from the agricultural community, 27 private and public schools, 8 certified commercial pesticide applicators from the lawn care, landscaping, and pest control industries, 7 participants from government and municipal entities, and 4 private businesses including a golf course.

This chemical collection event brings the total number of participating entities across New York State to over 1,887 with a total weight of chemicals collected to over 1,059,344 pounds.

Many thanks to all who have helped with these CleanSweepNY chemical/plastic collection efforts that help NYSDEC to promote a Toxic Free Future for the citizens of New York State.

About the Program

CleanSweepNY is an Environmental Benefit Project which was initiated by the New York State Department of Environmental Conservation's Bureau of Pesticide Management and it describes in one word an effort to safely and economically dispose of canceled, unwanted, unusable, or otherwise obsolete pesticides and other chemicals from agricultural or non-agricultural business activities. CleanSweepNY also provides for the disposal of elemental mercury, mercury containing devices such as thermometers, manometers, etc... from schools and other entities. For more information: info@cleansweepny.org or call (1-877-793-3769.

COUNCIL ON FOOD POLICY ISSUES REPORT TO GOVERNOR PATERSON

Report Highlights History and Vision of Food Policy in New York State

The New York State Council on Food Policy (NYS CFP) has issued its annual report to Governor David A. Paterson. The report, required by Executive Order #13, includes an historical snapshot of food policy in New York State, an account of the NYS CFP activities for the year, a synopsis of the previous food policy recommendations, progress in achieving goals, and notes on emerging food policy issues.

Commissioner Hooker, chairman of the NYS CFP, said, "We have been able to take some significant steps to address the issues of hunger and access to safe, nutritious foods, as well as to enhance local food production and the food retail industry through excellent inter-agency, public and private collaboration efforts... and some would be tempted to say 'we solved that,' but this work is never done."

The NYS CFP gained awareness about statewide food policy issues on their listening tour in 2008. Semi-annual meetings with public comment periods, guest speakers and various site visits have also helped inform their recommendations and collaborative actions. The four key issue areas identified by the NYS CFP are:

1. Maximize participation in, and support for, food and nutrition assistance programs;
2. Strengthen the connection between local food products and consumers;
3. Support safe, efficient and profitable food production and retail food infrastructure; and
4. Foster a culture of healthy and local eating for all New York State residents.

The fifty-one state food policy recommendations developed since 2007 reflect the ambitious, innovative and committed spirit of the NYS CFP and the public that helped inform them. For a copy of the NYS CFP annual report visit www.nyscfp.org and click on "Report to Governor."

The mission of the NYS CFP is to develop and recommend policies that preserve and enhance agricultural production in New York; and ensure that all New Yorkers have adequate access to safe, affordable, fresh and nutritious foods, especially by children, low-income individuals, the senior population, and other at-risk or underrepresented citizens.

To learn more about the Council on Food Policy, visit http://www.nyscfp.org or contact the New York State Department of Agriculture and Markets at 518-485-7728.

RURAL ENVIRONMENTAL QUALITY AND ENERGY EFFICIENCY GRANTS AVAILABLE

Priority Given to Projects in the Chesapeake Bay Watershed and the Mississippi River Basin

Pre-proposal applications must be received by close of business December 28, 2010

WASHINGTON, Nov. 30, 2010— Agriculture Secretary Tom Vilsack today announced that USDA is seeking proposals for grants to improve water quality, air quality and promote energy conservation. USDA's Natural Resources Conservation Service (NRCS) is making available $25 million through the Conservation Innovation Grants (CIG) program to address natural resource concerns nationwide with a special emphasis on the Chesapeake Bay Watershed and the Mississippi River Basin.

"The Obama Administration is committed to ensuring private lands are conserved, restored, and more resilient to environmental challenges, like climate change," said Vilsack. "USDA is seeking grant applications from farmers, ranchers and our conservation partners to solve America's natural resource challenges."

Now in its eighth year, the CIG program offers funding dedicated to the adoption of technologies to address a broad range of agricultural issues. For example, *the Michigan Department of Agriculture worked with Michigan State University and agricultural landowners to establish conservation practices for high-risk erosion areas, with a goal of reducing sediment and nutrient runoff. Also,* Coaltec Energy USA, Inc. demonstrated that energy can be extracted from chicken litter to heat poultry houses. Working with agricultural partners, the firm installed a gasification system on a West Virginia farm that uses poultry litter as fuel. The system significantly reduced fuel costs for the producer.

Successful applicants will demonstrate that their projects use innovative, on-the-ground conservation approaches and technologies. Funds will be awarded through a nationwide competitive grants process with applications being accepted from all 50 States, the Caribbean Area (the Commonwealth of Puerto Rico and the Virgin Islands) and the Pacific Islands Area (Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands). Applications will be accepted from all eligible individuals, non-federal governments and non-governmental organizations, including federally recognized tribes and private businesses.

This year, a two-phase competitive process will be implemented. In phase one, all applicants will be required to submit a pre-proposal; in phase two, only those applicants selected during the pre-proposal phase will be asked to submit a full application package. All proposed CIG projects must involve producers who are eligible for NRCS' Environmental Quality Incentives Program, which offers financial and technical assistance to help producers implement conservation practices on agricultural land.

The federal contribution for a single project cannot exceed $1 million. At least 50 percent of the total cost of the project must come from non-federal matching funds (cash and in-kind contributions) provided by the grantee. Grants are available for single or multi-year projects, not to exceed 3 years. Proposed projects must comply with the description of innovative conservation projects or activities established in the Announcement for Program Funding (APF).

Pre-proposal applications must be received at the NRCS National Headquarters by close of business December 28, 2010. To view the complete APF, visit http://www.nrcs.usda.gov/technical/cig/index.html. To apply electronically, visit: http://www.grants.gov/. For more information about NRCS conservation programs, visit: http://www.nrcs.usda.gov, or your local USDA Service Center.

SIGN UP NOW FOR FEDERAL PROGRAMS OFFERING CONSERVATION FUNDING

Syracuse, N. Y., Dec 3, 2010 — New York landowners, farmers, and forestland owners have until ***January 14, 2011*** to apply for 2011 conservation program funding. The programs falling within this deadline include the Environmental Quality Incentives Program (EQIP), the Chesapeake Bay Watershed Initiative (CBWI), the Agricultural Management Assistance Program (AMA), and the Wildlife Habitat Incentives Program (WHIP).

Conservation programs were authorized by Congress under the 2008 Farm Bill to provide funding and technical assistance to landowners who voluntarily implement conservation practices. These practices improve natural resources and wildlife habitat on privately owned agricultural land and forestlands.

"We are pleased to offer landowners in New York opportunities to address resource concerns related to soil, water, air, plants and animals through a variety of programs," said NRCS State Conservationist Astor Boozer. "The result will be cleaner water, more productive soils, healthier forests, improved grasslands, and more abundant wildlife for all New York residents."

The Environmental Quality Incentives Program (EQIP) offers funding assistance in the form of engineered structures, such as manure handling facilities, and conservation practices such as grassed waterways. Focus areas within the EQIP program include livestock waste, cropland, and grazing. Private forestland owners have opportunities to improve forest health and productivity under the woodland program focus area.

The Chesapeake Bay Watershed Initiative (CBWI) assists producers to help minimize excess nutrients and sediments in order to restore, preserve, and protect the Chesapeake Bay. In New York, the Bay program offers funding and technical assistance to producers in the priority areas of the Upper Susquehanna Watershed.

The Agricultural Management Assistance Program (AMA) focuses on improving irrigation efficiency. A primary goal of the program is to assist agricultural producers in mitigating risk through production diversification or installation of conservation practices.

The Wildlife Habitat Incentives Program (WHIP) focuses on improving habitat for at-risk shrub-dwelling birds. Additional funding for this program was received as part of the New England/New York Forestry Initiative. Another focus within the program is establishing and enhancing grassland habitat for declining bird species, pollinators, and other wildlife.

Applications for EQIP, CBWI, AMA, and WHIP are competitive and ranked based on national, state, and locally identified resource priorities, and their overall benefit to the environment. Interested landowners can apply for all programs at their local USDA-NRCS office. For sign-up details or additional conservation program information contact your local USDA-NRCS office or visit www.ny.nrcs.usda.gov.

AN INVITATION TO THE 2011 STRAWBERRY CONFERENCE

7th North American Strawberry Symposium
&
35th North American Strawberry Growers Association
2011 Strawberry Conference
Doubletree Hotel, Tampa, Florida
Feb. 8–11, 2011

7th North American Strawberry Symposium

Four years have passed since our successful 6th North American Strawberry Conference was held in Ventura, California. Strawberry scientists from North America are looking at building on the success of our last meeting, and so it is with great pleasure that our organizing committee can officially announce that the 7th North American Strawberry Symposium (NASS) will be held Feb. 8–11, 2011, in Tampa, Florida. The symposium is being held jointly with the 35th Annual Meeting of the North American Strawberry Growers Association (NASGA), and therefore should attract many growers and industry members who are the beneficiaries of research and are often partners in your research program.

The 7th NASS conference will provide an opportunity to discuss recent progress in research and to explore the ever-changing face of the strawberry industry in North America and around the world. As has been the case with previous North American Strawberry Conferences, we will have a series of roundtables on the first afternoon of the conference (Feb. 8) dealing with Water and Nutritional Management, Nursery Propagation and Production Physiology, Organic Production and Molecular biology and biotechnology (Diploid strawberry sequencing workshop).

On Wednesday, Feb. 9th a combined program with NASGA has been organized with 14 speakers who will provide world views on strawberry production, and marketing and pest management, This will be followed by a dynamic and interactive presentation on marketing your business, from our keynote speaker, Mr. Bill McCurry.

There will be a multidisciplinary poster session spanning the 3 days of the conference, open to NASS scientists as well as to growers and industry members from NASGA. Kim Lewers, USDA-ARS, is chair of the NASS Poster Session. Poster presenters will be present to discuss their research with you from 5:00PM on the 9th and 10th.

On Thursday, Feb. 10, the NASS program will consist of four oral sessions on topics including strawberry production methods, pest management, fruit quality, and breeding, genetics and genomics.

NASGA will host a concurrent session focusing on marketing and grower profiles looking at successful growing and marketing of strawberries.

On the behalf of NASS Program Committee, NASGA, ASHS, and the Florida Strawberry Growers Association, we eagerly invite you to come to Florida in February 2011 to:

1) share your research work by poster or in one of the several oral sessions;
2) interact with scientists from other parts of North America and the world; and
3) check out the impressive strawberry industry in central Florida. An all-day bus tour of the Plant City growing area planned for Friday Feb. 11th. The Plant City growing area is approximately 45 minutes from our hotel

Who Should Attend?

Scientists, extension workers, growers and other educators should plan to attend if you are interested in strawberry research and development in Florida, North America, and worldwide. Participants from the research community will include breeders (public and private), economists, entomologists, food scientists, horticulturists, molecular geneticists, plant physiologists, plant pathologists, and weed scientists. Extension specialists and agents are also strongly encouraged to attend as well as other educators (community college, university instructors, research directors, etc.). Be sure to register as **NASS-affiliated** if you are affiliated with the research, extension, and/or teaching community. Graduate students and undergraduate students may register at a reduced rate—students are also considered to be **NASS-affiliated.** Growers and industry representatives may **not** register as **NASS-affiliated.**

Growers and industry representatives. If you are not already a member of the North American Strawberry Growers Association, and you are a grower or industry representative, then you will need to register as **non-affiliated.** If you join NASGA prior to the conference, you may take advantage of the reduced registration cost for NASGA Affiliated grower and industry members. See the many benefits of NASGA membership at their website: **www.nasga.org.**

Opportunities for Interaction

Scientists will have numerous opportunities to discuss recent progress in research and to stimulate thinking about future endeavors.

More than 300 scientists, growers, agribusiness and students are expected to attend the 2011 conference. This exchange of information is vital to the continued health and improvement of the North American strawberry industry and international advancement of strawberry research.

Registration

Payments for registrations will be accepted online. ASHS has offered the use of their online secure shopping cart for online registration for this conference. Registration will be available at the following URL:
https://www.SignUp4.net/Public/ap.aspx?EID=STRA41E
For those that prefer alternative methods, registrations will be accepted via mail and fax as well. A paper registration form can be obtained by downloading from the www.nasga.org website or contact Kevin Schooley at 613-258-4587 to have a form either mailed or faxed to you. Registration fees include various conference materials, Tuesday night's reception, two continental breakfasts, two lunches, Friday's bus tour of the Plant City Growing District, and the Conference Proceedings.

Registration fees are as follows:

General Registration	NASS/NASGA	$350 Non-Affiliated	$450
Graduate & Undergraduate Registration	$195		

Plant City Farm Tour included with all advance registrations. Led by Alicia Whidden and Natalia Peres, this bus trip on Friday, Feb. 11, will tour the strawberry fields, packing houses and the Gulf Coast Research Station in the Plant City area. Free for everyone who registers before Dec. 15—after Dec. 15, this event will be limited to space available. Be sure to check off the box on the registration form if you plan to attend the tour.

Conference Location and Accommodations

Doubletree Hotel Tampa Westshore Airport is close to everything that you're looking for in Tampa Bay! Located only **5 minutes from Tampa International Airport**. Our **complimentary, 24-hour airport shuttle** service makes it easy and affordable to get to the hotel. The Doubletree hotel in Tampa is surrounded by the Bay Area's finest dining, shopping and entertainment. We are just minutes from **Busch Gardens**, University of South Florida, Port of Tampa, Downtown Tampa, Tampa Convention Center, University of Tampa, The Florida Aquarium and Historic Ybor City. Award-winning Gulf Beaches and other area attractions, such as Lowry Park Zoo, Adventure Island, MOSI, Salvador Dali Museum, Tampa Bay Performing Arts Center and Tampa Museum of Art are all a short drive from the hotel.

Reservation Cut-off Date: Jan. 17, 2011

Each individual guest must make their own reservations by calling 813-879-4800 or 1-800-222-8733. Individuals must identify themselves as members of the Group NASGA/NASS Annual Meeting. All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card.
Room Rates: Room rates are $115 single/double—plus state and local taxes.

Hotel Check In/Check Out
Check-in time is 3:00 pm; check-out time is 12:00 pm.
Hotel Tampa Westshore Airport Features:

- Complimentary self serve parking
- Complimentary, 24-hour airport shuttle service
- 24-hour, complimentary fitness center
- The famous Breakfast by Doubletree Buffet, featuring over 85 delicious items
- Complimentary shuttle service to businesses, shopping, dining and entertainment within a 2 mile radius
- Complimentary wireless high-speed Internet in the business center and all public areas
- Wireless high-speed Internet service is available in guestrooms
- 24-hour complimentary business center equipped with computers, Internet access, printers, and shipping supplies
- Enjoy the relaxing, tropical courtyard with heated pool, whirlpool, and sun deck

Silent Auction to Benefit to North American Strawberry Research
During the February, 2011 Annual NASGA meeting and the NASS symposium in Tampa, Florida, the North American Strawberry Growers Research Foundation will hold a Silent Auction. Proceeds will benefit strawberry research. Bring your strawberry or other fruit related collectables, decorative, and other interesting items for others to share. The Silent Auction is always a popular event and an excellent opportunity to meet with others while examining the goods offered for a good cause. Check-in of items will begin on Monday, February, 7 for early-birds and continue through the end of the auction which will conclude on Thursday, February 10. Donors will receive a receipt by mail for the final value of their donations. Be sure that your name and address is on the registration list, or give it to me. For further information, contact John Maas, President, Research Foundation at 301-258-4751 or willowsend@earthlink.net. See you there!

Manuscript Preparation
It is mandatory for oral presenters to turn in their manuscript at the 2011 NASS registration desk or send the manuscript electronically to Fumi Takeda (fumi.takeda@ars.usda.gov) by February 14, 2011. Manuscripts should be formatted in MS Word. Color photos may be included in the manuscript,
All submissions will be peer-reviewed and the accepted papers will be published in the proceedings. Proceedings from the meeting presentations will be published in a special issue of the International Journal of Fruit Science. http://www.informaworld.com/smpp/title~content=t792306963 NASGA requests that the guidelines and deadlines be strictly adhered to so that the proceedings will be ready for distribution by fall 2011.

Poster Presentation Instructions
Posters will be displayed continuously during the conference. There is no limit to the number of posters that an author can present, but space limitation will dictate the maximum number of posters accepted for the conference. Numbered board space [1.2 × 1.2 m (47 × 47 inches)] is as-signed for each poster. Presenters will receive an assigned space number prior to the conference.
Posters are to be no larger than 1.2 × 1.2 m (47 × 47 inches) in size. Abstract titles, names, and affiliations should appear on the top of the poster. A simple sans serif-face font (e.g., Helvetica) should be used. Lettering for the title should be at least one inch tall. The authors' names and affiliations may be somewhat smaller. Author photographs should be included in the poster to assist in author identification. It is especially important that growers and nursery operators be able to find you. In addition, please include your e-mail addresses on the poster for post conference contact.

You may also with to provide hand-out copies of your poster and/or business cards, but this is not required. Do not prepare a poster as if it were a manuscript. Primarily use tables and figures and limit verbiage. Details of the work can be provided in discussions with interested parties. Lettering for text and illustrations should range in size between 6 and 12 mm. Push-pins or Velcro buttons may be used. Pins/Velcro should be supplied by presenter if possible—they may not be available on-site.

Poster title and an abstract should be submitted to Dr. Kim Lewers (Kim.Lewers@ARS.USDA.GOV). The abstract cannot exceed 250 words in length. Poster presenters have the option of providing a proceedings paper based on their poster, but this is not required.

Travel/Transportation

Tampa International Airport

Distance	1 mile
Travel Time	5 minutes
Shuttle Charge	Free

St. Petersburg/Clearwater International

Distance	10 miles
Travel Time	20 minutes

Orlando International Airport

Distance	89 miles
Travel Time	110 minutes

From the East, take I-4 West to I-275 South. Take exit 40B (Lois Ave). When exiting, turn right onto Lois Avenue. Take your first left on Cypress Street. The Doubletree Hotel Tampa Westshore Airport is located 1/2 mile on the left.

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Program (*Program details as of Dec 6, 2010 (subject to change)*

Day 1	*Tuesday, February 8, 2011*
11 am – 7 pm	NASS/NASGA registration
11 am – 5 pm	Poster set-up
Lunch	On Your Own
1 – 4 pm	NASG Foundation Meeting
Workshops 1:00 – 2:30	
#1	**Water and Nutritional Management**
#2	**Nursery Propagation and Production Physiology**
2:30 – 3 pm	**Break**
Workshops 3:00 – 4:30 pm	
#3	**Organic Production**
#4	**Molecular Biology and Biotechnology (Diploid strawberry sequencing workshop)**
4:30 – 5:30 pm	Opening of Poster Session
5:30 – 6:50 pm	Reception
7 – 8 pm	Welcome

Day 2	*Wednesday, February 9, 2011*
7 – 8 am	Continental Breakfast Trade Show Room
	Social Media Marketing Workshop 10:30 – 12:00
	NASS/NASGA Joint Session
8 am	***Strawberry Production in Japan*** Dr. Yuichi Yashida Okayama University, Japan
8:20 am	***Strawberry Growing in Turkey*** Ahsen Isik Ozguven
8:40 am	***Commercial Strawberry Cultivation in Different Agro-climatic Conditions In India*** Kallol Pramanick Regional Hort Station, India

Day 2	*Wednesday, February 9, 2011*	*Day 2*	*Wednesday, February 9, 2011*
9 am	***EUBerry: The Sustainable Improvement of European Berry Production, Quality and Nutritional Value in a Changing Environment*** Bruno. Mezzetti Universita Polytechnica delle Marche, Italy	**12 pm**	**LUNCH & ANNUAL MEETING**
9:20 am	***Lighting on Everbearing Varieties in Strawberry Cultivation*** Tom VanDelm, Research Center Hoogstraten, Meerle, Belgium	**2 pm**	***Angular Leaf Spot*** Bill Turechek, USDA-ARS Fort Pierce, FL
9:40 am	***Effects of Mulch Types on Dayneutral Strawberry Production in Three Distinct Environments in Ontario*** Becky Hughes University of Guelph	**2:20 pm**	***Dynamics, Diversity and Integrated Management of Soilborne Pathogens of Strawberry*** Frank Louws North Carolina State University
10 am	**Break (20 min.)**	**2:40 pm**	***Fusarium Wilt and Charcoal Rot (emerging diseases)*** Steve Koike, University of California Cooperative Extension, Salinas, CA
10:20 am	***Nutrient and Water Management In Florida*** Bielinski M. Santos University of Florida	**3 pm**	**Break** (15 or 30 minutes)
10:40 am	***The Effect of Some Foliar Applications on Runner Formation and Transplant Production in Strawberry Nurseries*** Dr. Mohamed Ragab Strawberry Improvement Center, Cairo, Egypt	**3:30 pm**	**Diversifying for Dollars– Expanding your base to bolster your bottom line.** ***Keynote Speaker - Bill McCurry, McCurry Associates***
11 am	***Performance of Nine Clones of 'Jewel'*** Andrew Jamieson Agriculture Canada, Kentville, NS	**5 pm**	**Trade Show and Poster Sessions** 1 hr
11:20 am	***A New Method to Replace Methyl Bromide Using Non-Chemical Methods*** Ayat Mahmoud Agricultural Research Center, Giza Egypt		
11:40 am	***Macrophoming phaseolina: Epidemiology and Control*** Stanley Freeman Volcani Research Center Israel		

Day 3 Thursday, February 10, 2011
Concurrent Sessions - NASS

7 am Continental Breakfast
Trade Show Room

NASS Session 1 – Production

8 am ***Propagation Strategies and Genetic Fidelity in Strawberries***
Samir Debnath
Agriculture Canada
St. John's Newfoundland

8:20 am ***Developing a New Production Paradigm: Advances in Strawberry Substrate Culture During the Past 20 Years***
Philip Lieten
Fragaria Holland, Belgium

8:40 am **Current Progress in Soilless Strawberry Production in Japan**
Dr. Yuichi Yoshida
Okayama University, Japan

9 am **Break**

NASS Session 2 – Breeding, Genetics, & Genomics

9:20 am ***The Diploid Strawberry Sequence***
Kevin Folta
University of Florida

9:40 am ***Abiotic Stress Response Gene Families in Diploid Strawberries***
Janet Slovin, USDA-ARS
Beltsville, MD

10:00 am ***Screening Strawberry Cultivars for Anthracnose Disease Resistance Using Traditional Techniques and Molecular Markers***
Melinda A. Millet-Butler
USDA-ARS Hattiesburg, MS

10:20 am ***Estimation of Combining Ability Effects of Selected Strawberry Genotypes Used in Breeding Cultivars Resistant to Verticillium Wilt***
Agnieszka Masny,
Research Institute of Pomology and Floriculture, Poland

4:00 pm ***Botrytis and Anthracnose (new disease forecast system)***
Natalia Peres
University of Florida

Day 3 Thursday, February 10, 2011
Concurrent Sessions - NASS

NASS Session 2 – Breeding, Genetics, & Genomics (cont)

10:40 am **Progress in Breeding Strawberries Resistant to Xanthomonas fragariae**
Andrew Jamieson
Agriculture Canada

11:00 am ***Breeding Glyphosate Resistant Strawberries***
Adam Dale, University of Guelph

11:20 pm **LUNCH**

NASS Session 3 – Fruit Quality

12:40 pm ***Quality, Nutritional Quality and Nutraceutical Value as a New Task for Strawberry Breeding***
Bruno. Mezzetti
Universita Polytechnica delle Marche, Italy

1:00 pm ***Evaluations of Fruit Quality from a Historical Variety Trial in Florida***
Vance Whitaker
University of Florida

1:20 pm **Evaluating Strawberry Breeding Selections for Post-Harvest Decay**
Kim Lewers
USDA-ARS, Beltsville, MD

1:40 pm ***Rain-damage on Three Strawberry Cultivars Grown in Sub-Tropical Queensland***
Mark Herrington,
Maroochy Research Station Nambour, Queensland Australia

2:00 pm **2012 VII International Strawberry Symposium**
Yuntao Zhang, Beijing China

2:20 pm **Break**

NASS Session 4 – Pest Management

2:40 pm ***Evaluation of Epidemics of Gray Mold, Anthracnose Fruit Rot and Powdery Mildew of Ontario***
Rishi Burlakoti , Weather Innovations, Ridgetown, ON

Day 3 Thursday, February 10, 2011
Concurrent Sessions - NASS

NASS Session 4 – Pest Management (Cont)

3:00 pm ***Anthracnose – Progress Toward Control Through Science***
Barbara Smith, USDA ARS
Poplarville, MS

3:20 pm **Virus Diseases of Strawberry**
Dr.IoannisTzanetakis,
University of Arkansas

3:40 pm ***New Developments in the Management of Strawberry Powdery Mildew***
David Gadoury
Cornell University, Geneva NY

4:20 pm ***Experiences with Macrophomina Phaseolina and its Association with Strawberry Crown Rot in Australia***
Apollo Gomez and Don Hutten
Nambour, Queensland Australia

5 pm **Trade Show and Poster Sessions**

Day 4 Friday, February 11, 2011

Farm & Research Station Tour

Day 3 Thursday, February 10, 2011
Concurrent Sessions - NASGA

7 am **Continental Breakfast**
Trade Show Room

8 am **High Tunnels for Berry Production: Current and Future**
Kathy Demchak, Penn State University

8:30 am **Clean Plant Network-What's in it for Strawberry Growers**
Bob Martin, USDA-ARS

9:00 am **Trends in Public and Private Breeding Programs**
Strawberry Breeders Panel
Andrew Jamieson, Ag Canada
Kirk Larson, Univ. of California
Vance Whitaker, University of Florida
Hans Obers, Visser Nursery, Netherlands

10 am **Break**

10:30 am **Growing and Retailing 80 acres of Berries**
Larry Shouldice
Shouldice Farms
Richmond, ON Canada

11:15 am **Trends in Commercial Strawberry Production in Europe**
Philip Lieten,
Fragaria Holland, Belgium

12 pm **Lunch and Visit Trade Show**

1:45 pm **New Insecticides for Strawberry Pests. Cyclamen Mite Control**
Jim Price, University of Florida

2:15 pm **Florida Grower Profile**
Gary Wishnatzki
Wish Farms, Plant City, FL

2:45 pm **Panel: Adapting to Changes in the Marketplace**
Moderator: Ted Campbell, Florida Strawberry Growers Association

3:30 pm **Break**

3:45 pm **Marketing Idea Exchange**
Bill McCurry
McCurry Associates
Princeton, NJ

5 pm **Trade Show and Poster Sessions**

Registration Form
7th North American Strawberry Symposium (NASS) & North American Strawberry Growers Association (NASGA) 2011 Berry Conference

Double Tree Hotel, Tampa, Florida
February 8–11, 2011

***All meetings and functions will be held at the* Double Tree Hotel, Tampa, Florida**

Hotel Reservations – Cut-Off Date – Jan. 17, 2011 - Each individual guest must make their own reservations by calling 813-879-4800 or online at
http://doubletree.hilton.com/en/dt/groups/personalized/TPATLDT-NAS-20110207/index.jhtml?WT.mc_id=POG

You must identify yourself as members of the Group NASGA/NASS Annual Meeting. Room Rate Information - $115 Single/Double – plus state and local taxes

NASGA/NASS Registration
30 Harmony Way, Kemptville, ON K0G 1J0; Canada
Phone: 613-258-4587; Fax: 613-258-9129; Website: www.nasga.org

Name: _____

Guest/Spouse Name(s): _____
(As you would like it to appear on your badge)

Company/Affiliation:
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Address:
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Phone: _____ **Fax:** _____ **E-mail:** _____

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Early Bird Registration (Postmarked by Dec.31, 2010)..... _____ **@ $295.00 =** **$**_____
Late Registration (After Dec. 31, 2010)..... _____ **@ $350.00 =** **$**_____
Please go to www.nasga.org to renew your membership.

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Early Bird Registration (Postmarked by Dec. 31, 2010)..... _____ **@ $295.00 =** **$**_____
Late Registration (After Dec. 31, 2010)..... _____ **@ $350.00 =** **$**_____

REGISTRATION FEE – NON-AFFILIATED NASS & NASGA
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Late Registration (After Dec 31, 2010)..... _____ **@ $495.00 =** **$**_____

GRADUATE & UNDERGRADUATE STUDENT REGISTRATION FEE
Registration ..... _____ **@ $195.00 =** **$**_____

ATTENDING GUEST/CHILD (Indicate Name Above)
Includes: Welcome Reception and Continental Breakfasts only..... _____ **@ $40.00 =** **$** _____

NASGA MEMBERSHIP FEES (all fees in US funds only, please)
Business Membership (Grower, nursery, business supplying strawberry industry)
Rejoining (member in 2008-2010) $175 for USA, Canada and Mexico $190 for other countries
New Member: $85 for USA, Canada and Mexico $95 for other countries **$**_____

Individual Membership (Research, Extension, Student)
$55 for USA, Canada & Mexico **$**_____
$65 for other countries **$**_____
TOTAL..... **$** _____
☐ **Check if you plan to attend the Friday Tour to Plant City–Complimentary tour–advance sign up required**

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TAKING VARIATION OUT OF THE JOB: USING STANDARD OPERATING PROCEDURES ON THE FARM

Ginny Carlberg, Community Educator, Chautauqua County Cooperative Extension, Jamestown, NY

I recently worked with a farm that was considering the use of standard operating procedures on their dairy and it reminded me that SOP's are a useful tool that is often underutilized on farms. I am sure that this is because they take time to put together and there are more pressing concerns on the farm. But too often human resources and employee management is pushed on the back-burner. Labor is usually the second or third most expensive cost on a farm. Investment into your employees will return to you when you maintain a highly trained and reliable source of labor.

SOP's are written instructions used to manage variation in how tasks are performed. Each employee might have a different idea on how to accomplish any given task. Two different calf feeders might mix milk replacer with very different temperatures of water, causing variation in how that calf drinks their milk. Employees that handle pesticides on a crop farm might use different safety measures to protect themselves and the environment. SOP's take some of the daily human variation out of farming so that the work is done in a consistent, efficient, and safe way.

Some examples of areas that you may want to consider developing SOP's if you are a dairy farmer for are milking, feeding, or freestall management. If you are a grape or crop farmer, SOP's on pruning, weeding, and operating equipment are important to ensure the job is being done correctly. While working with Hispanic labor, SOP's should be offered in both Spanish and English languages, and an interpreter is useful in explaining why SOP's should be followed.

Which brings up the most important tip about using SOP's successfully on the farm: do not let them stand alone. As Cargill specialist, Scott Flowers, stated at a recent meeting where he advised a farm family about SOP's, an overall culture of communication must be created within the farm. Employees must be included in the writing process and must be consulted often about the SOP's. Explanation of why they are important can help keep the entire work-force motivated to follow them. The process of writing an SOP can help managers, workers and advisers to feel like they are an important part of the dairy farm team and everyone will feel they are working toward a common goal.

A well written Standard Operating Procedure will provide direction, improve communication, reduce training time, and improve work consistency. Even small farms with no hired labor should consider writing down how tasks should be done. This can help lower some of your management risk. If your operating procedures are written down then it will allow someone to help out if an emergency should arise. This could also help you to realize some of those good management practices that you may not always follow due to time constraints which could really improve your production in the long run.

There are several formats for Standard Operating Procedures, including as simple as a list of steps or a flowchart format that incorporates different options for decisions that need to be made by the employee. Incorporating diagrams and pictures can allow for more visual-learners to quickly reference the SOP on the job. It can also help if there are in any language barriers to overcome.

Remember to post your SOP's in places where they are easily seen and accessed. Also remember that SOP's should change often as management practices, equipment, and needs change on the farm.

Cornell's Pro Dairy website contains a template that can be used for writing a SOP which is available at http://www.ansci.cornell.edu/pdfs/sop.pdf . Even though writing standard operating procedures for your dairy farm may seem like a very time consuming process, it can be very beneficial in the long run and help improve communication with your employees which can help everyone reach the goals of a high quality product.

WHAT DO JUNEBERRIES TASTE LIKE?

Jim Ochterski, Cornell Cooperative Extension of Ontario County

It seems as though Juneberries (known in the Midwest and Canada as "saskatoons") have a promising future with New York consumers. To look at them, you would pass them off as dark blueberries, but they are not even closely related. Juneberries are the common name for *Amelanchier alnifolia*, or Western serviceberry, a pome fruit in the Rose family that is almost unknown as a commercial crop in the Northeast (by the way, blueberries are way over in the Ericaceae family). The marketing challenge faced by Juneberry grower / sellers is the fruit's resemblance to domesticated blueberries.

The Juneberry is often consumed fresh and it also can be processed into jams, syrups, pie filling, baked goods, or dehydrated. Juneberries / saskatoons look very similar to blueberries, so people are inclined to use their life-long experience with blueberries to compare and contrast Juneberry flavor and texture.

At the 2010 Empire Farm Days event, we provided more than 1,500 people with tasting portions of Juneberries to gauge consumer reaction upon trying them for the first time. We brought 31 lbs. of individually quick frozen (IQF) Juneberries / saskatoons that had been thawed completely to refrigerator temperature. The berries (variety 'Martin') were portioned into 1 oz. sampling cups in quantities of 8 – 10 berries per cup.

The following flavor descriptors were frequently mentioned:

cherry / black cherry
like a mild blueberry
raisin
tea / almond
cranberry, but not tart
mild or bland
juicy
different
like a blackcap

The dense texture of the Juneberries was noted by almost all participants, since Juneberries have a higher solids content than most berries, especially the IQF / thawed berries:

heavy skin
a lot of body
firm
solid / pulpy
chewy

People who have never seen nor heard of Juneberries/ saskatoons will immediately assume they are another form of blueberry. From a marketing point of view, this is helpful, but the noticeable differences in flavor and texture will leave many potential customers confused and possibly dissatisfied.

Juneberry vendors should establish an accurate and convincing frame of reference for any new customer. As we sampled more berries, we found the following phrases much more likely to produce a favorable impression of Juneberries, prior to tasting:

- "more closely related to cherries than blueberries"
- "a well-liked Canadian berry catching on in the US"
- "native to North America"
- "dark-skinned, and full of nutrients"
- "distinct flavor and texture – more like a wild berry than a blueberry"

A tasting sample is very important to introduce the fruit prior to a sale, even if the customer has tasted Juneberries before. There are enough difference in flavor and eating experience among Juneberry varieties to warrant regular tasting opportunities. Tasting samples do not need to be large – our samples of 8-10 berries in a standard portion container were adequate for nearly everyone who wanted to try the berries for the first time. Portion cups allow for better sanitation, portability, and more efficient use of fruit for sampling.

UPCOMING JUNEBERRY PRODUCTION SEMINAR

Planting, Cultivating, and Marketing Juneberries (Amelanchier alnifolia) in the Great Lakes Region

Saturday, March 5, 2011

9:00 AM – 2:00 PM

Jordan Hall, NYS Agricultural Experiment Station

630 West North Street, Geneva, NY

This seminar is an introduction to small-scale Juneberry production. Juneberries (a.k.a. saskatoons) are a cold-hardy fruit grown widely in central Canada and have already demonstrated marketing promise in the Northeast.

Michigan State Extension Juneberry/saskatoon specialist Stephen Fouch will present details about orchard establishment, variety selection, pest management, and insights gained from coordinating more than 40 acres of plantings on small farms in Northern Michigan.

Jarvis Blushke of Blue Sky Farm in Saskatchewan will provide additional detail from a grower's perspective.

We will also review marketing data, nutritional information, and acquisition of plant material in the Great Lakes region. Of course, Juneberries and Juneberry products will be available for sampling.

Questions or comments about the New York Berry News?

Ms. Cathy Heidenreich, Cornell University Dept. of Horticulture, 630 W. North Street, Geneva, NY 14456 *Phone*: 315-787-2367
Email: mcm4@cornell.edu

Check out the NYSAES Tree Fruit and Berry Pathology web site at: **www.nysaes.cornell.edu/pp/extension/tfabp**