



# New York Berry News

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**Features:**

- Ag News.
- Berry Organization News
- Focus on Food Safety
- On the Organic Side...
- \$ Money Talk \$
- Focus on Pest Management
- Farm Safety
- Articles
- Upcoming Events

**Highlights:**

Laura McDermott receives distinguished service award 3

NASGA annual meeting December 3 to 6, 2013 7

NARBA 2014 Conference January 27 to 29. 8

Comment period for proposed produce safety rule closing November 15! 9

2013 Strawberry Trial Results 18

## Horticultural Strategies for Living with SWD

*Marvin Pritts, Cornell University Department of Horticulture*

Spotted winged drosophila has wreaked havoc on many berry farms across the Northeast. Much has been written about ways to manage this pest using insecticides. But in addition to killing the pest, there are horticultural methods that can be employed to avoid the pest.

One of the simplest ways to avoid the pest is to eliminate the fruit so there is nothing to infest. Eliminating the crop is clearly an option, and several growers have decided that they want to get out of the berry business rather than deal with this pest. This decision results in the loss of an investment, and while this may make sense in the short term, there are other possibilities for the longer term. One option for summer raspberries and blackberries is to mow the canes to the ground in spring. This will prevent fruiting in the summer while still allowing vegetative canes to grow. Mowing canes in spring can be done for a number of years without harming the plants

themselves, allowing time for entomologists to develop solutions. With only vegetative canes, growers will not have to be concerned with fruit pests. Essentially this is a way to put raspberries and blackberries into a holding pattern until better solutions are found.

If one decides to keep the summer crop, there are several things to do to reduce SWD pressure. The first and most important is to keep the planting picked clean of overripe fruit. It is true that SWD can infest under ripe fruit, but over ripe fruit is much more attractive and can be a reservoir and nursery for eggs and larvae. Second, regular treatment with insecticide, usually at least once a week, is required to keep the pest at tolerable levels. Labeled pesticides change regularly, so consult the latest updates. Third, for insecticides to be maximally effective, they have to thoroughly cover the fruit. This can only be accomplished with good pruning and trellising. Excessively thick plantings will prevent even the most effective insecticide from killing adults on the fruit within the canopy. A good

rule is to have no more than 4 or 5 healthy canes per linear foot of row for summer raspberries, 3 or 4 for blackberries, and 6 to 8 canes per hill for black raspberries. Also, floricanes should be held upright with a trellis to facilitate spray coverage. Fruiting canes held to the outside of the row in a V-trellis will receive better exposure to an insecticide than most other trellis systems where floricanes are internal within the canopy.

Fall raspberries are perhaps the most favored fruit of SWD. To minimize infestation, the fall crop should be encouraged to fruit as early as possible since SWD numbers rise in late summer. One way to bring the crop on early is to place row covers over the rows after they are mowed in spring and to leave the row covers on for about 6 weeks. Once primocanes are about 18 inches tall, row covers can be removed. Primocanes will flower about two weeks earlier using this method, and a majority of fruit may be harvested before SWD populations become unmanageable. *(Bottom left)* Since the fruit is borne at the

## Horticultural Strategies for Living with SWD *(continued)*



*“Good pruning is essential to good spray coverage.”*

tops of canes, thinning canes does not impact spray coverage as much as with summer raspberries where the fruit is borne lower on the canes.

Blueberries are not responsive to row covers, so options for them are more limited. We have had some success replacing bird netting with a fabric netting to exclude both birds and SWD (*Bottom right*). This is an expensive option, but one that shows promise. Planting early cultivars is also a way to avoid infestations. In our limited experience with SWD, early blueberry cultivars are often harvested before levels become problematic. Earliblue, Bluetta, Spartan, Patriot and Bluejay may be sufficiently early to avoid SWD infestation in your area. As with summer raspberries, good pruning is essential to good spray coverage. Details on [pruning blueberries](#) can be found elsewhere.



June-bearing strawberries are even earlier than blueberries, so we have not seen high levels of infestations on them. Day neutral strawberries, on the other hand, fruit well into the fall and can be infested with SWD. Strawberries seem to be a less-preferred food source than some other fruits. We have not had significant problems with our day neutral strawberries, so long as there have been raspberries and blackberries close by which the SWD seem to prefer. We have heard of SWD infestations in day neutral strawberries when other food sources are not close by. This suggests that perhaps a small planting of fall raspberries could serve as a trap crop. Clearly, there is much work to be done before a solution is found. With the state's cooperation, we have made remarkable headway in getting insecticides labeled for

use against SWD. The state has also provided some emergency research money for SWD. But we do not have a solution that will eliminate SWD entirely. What works is a combination of clean harvesting (no rotten berries in the planting) together with weekly insecticide sprays.

In the coming years we hope to have recommendations for netting, for eliminating overwinter sites and wild hosts, and perhaps even for releasing biocontrol agents against SWD. In the meantime, growers should think about whether they want to eliminate their berry crops, postpone fruiting into future years, promote earliness to avoid as much infestation as possible, or go all out to manage the pest.



## Laura McDermott Receives Distinguished Service Award

Laura McDermott, of Cornell Cooperative Extension's Eastern NY Horticulture Program was recently honored by the National Association of County Agricultural Agents as a Distinguished Service Award (DSA) recipient during a banquet in Pittsburgh, PA.

The DSA is given to encourage and recognize excellence in the field of professional Extension for members with more than ten years of service.

In her nomination, one of the farmer nominators commented, "Laura has been great to work with."

Her knowledge spans a great many subjects thanks to her work in so many areas.

I highly support her nomination for the Distinguished Service Award."

With more than twenty-two years of service to both commercial

producers and homeowners in the Capital Region, Laura has proved to be a tremendous asset to Cornell Cooperative Extension.

The New York State Association of County Agricultural Agents is pleased to be able to announce this great honor and share it with the public.



Laura and Dr. John McDermott.

## Farmers to be Reimbursed for Produce Donated to NY Food Banks

Fruit and vegetable growers with good food that doesn't have a market are encouraged to donate produce to food banks throughout the state under an initiative, "Glean NY."

The Glean NY project hopes to increase the donation of nutritious fresh food that might not otherwise be harvested due to weather damage, crops fruiting at unusual times, irregular sizes, cosmetic damage, or other reasons.

"We don't have a statistic for how much food does not get harvested each

year, although we know the amount varies with each year's weather and marketing conditions," said Rebecca Schuelke Staehr, a gleaning coordinator with Cornell University. "Just a small percentage of the produce grown in New York could equal tens of thousands of pounds of nutritious food."

Glean NY is a collaboration among the state's farmers, the Food Bank Association of New York State, New York Farm Bureau, and Cornell University's College of Agriculture and Life Sciences.

Funding from the Wal-Mart Foundation to the Food Bank Association of New York State will reimburse farmers for the cost of harvesting donated produce.

"This collaboration will benefit farmers by giving them an avenue to donate otherwise unmarketable or un-harvested crops, reduce food waste, and feed millions of people in need with healthy, New York State fruits and vegetables," said Sharon M. Smith, executive director of the Food Bank Association of New York State.



*"Fruit and vegetable growers with good food that doesn't have a market are encouraged to donate produce to food banks throughout the state under an initiative, "Glean NY."*

## AG NEWS

### Commissioner Reminds Farmers to Sell to Licensed Dealers *Agricultural Producers Security Law Protects Farmers from Nonpayment*

**October 2, 2013.** New York State Agriculture Commissioner Darrel J. Aubertine reminded farmers today to only sell to licensed farm product dealers this growing season. Article 20 of the New York State Agriculture and Markets Law, more commonly known as the Agricultural Producers Security Law, requires dealers to be licensed and contribute to a security fund in order to offer financial protection to farmers in the event of a defaulted payment.

Farm product dealers are required to be licensed with the Department of Agriculture and Markets. Dealers' licenses expire on April 30 of each year and must be renewed for the license year beginning May 1. The Department maintains a current list of licensed dealers on its [website](#) and will provide a hard copy upon request.

Article 20 of the New York State Agriculture and Markets Law provides financial protection for farmers against nonpayment for their products sold to licensed dealers. This financial protection consists of security in the form of a bond or letter of credit furnished by the dealer, and supplemental financial coverage from the Agricultural Producers Security Fund, which is funded by licensed dealers.

**In order to preserve a producer's**

**eligibility for the financial protections available under the Agricultural Producers Security Law, producers must:**

1. Sell only to licensed dealers. Only sales to licensed dealers are covered under Article 20. The dealer must be licensed at the time of the transaction.
2. Ensure that the sale of farm products between the producer and dealer, for which a claim is made, has occurred within 120 days from the earliest unpaid transaction date at the time the claim is filed. Unpaid transactions that occur after the 120 day period will not be eligible.
3. Claims of nonpayment must be filed with the Department no later than 365 days after the sale and delivery of the farm products. In the event the Department has issued a notice to file claims, claims must be submitted by the date specified in the published notice.

A producer can also take advantage of Article 20's trust provision, a legal mechanism that holds a dealer responsible for the full amount owed to a producer.

The "Article 20 Trust" is established upon delivery of the producer's farm products to a dealer and ends once the amount due is fully paid. The trust assets are the farm products and the proceeds from the sale of those farm products. To take advantage of the Article 20 Trust, a producer must provide a written notice to the dealer within 60 days from the date when payment is due informing the dealer that the producer is electing the trust benefit. The written notice must provide details of the transaction, including the dealer's name, transaction date, product sold, quantity, price per unit, amount owed and the date payment is due. As a practical matter, a producer may wish to provide written notice to a dealer on the invoice itself. The Department recommends that producers consult with their attorney concerning matters involving preservation of their trust benefit, or to enforce the trust.

For up-to-date information about the law, a copy of the brochure or a list of licensed dealers, please visit the [Department's website](#) or call the Department at 1-800-564-4501.



**AGRICULTURE NEWS**

New York State Department of Agriculture & Markets

10B Airline Drive ~ Albany, New York 12235 ~ [www.agriculture.ny.gov](http://www.agriculture.ny.gov)

# TIPS ON SELLING



- ✓ Sell to licensed dealers who make prompt payment.
- ✓ Adhere to the prompt payment provision of the law. The law requires dealers to pay producers within 30 days of sale and delivery, unless you have a written agreement to extend the payment terms. Payment terms cannot exceed 120 days from the sale and delivery.
- ✓ Good business requires good records with clear terms of sale. Keep copies of receipts, invoices, delivery and/or weight tickets with a complete description of the terms of sale.
- ✓ Be conscious of the time limits to be eligible for financial protection under the Agricultural Producers Security Program.
- ✓ Discuss issues of nonpayment immediately with the dealer to resolve any problems.
- ✓ Discontinue selling until your account is current. If you are unsuccessful in resolving the payment problem, notify the Department immediately and file a complaint by calling 1-800-554-4501.

## AGRICULTURAL PRODUCERS SECURITY PROGRAM

Article 20 of the New York State Agriculture and Markets Law (AML) requires farm product dealers to be licensed. The law provides financial protection for producers against nonpayment for their products sold to licensed dealers from the dealer's security and the Agricultural Producers Security Fund.



The Agricultural Producers Security Program is administered by the New York State Department of Agriculture and Markets

For more information, call  
1-800-554-4501  
or call direct at 518-457-8861

Visit the Department's Website at  
[www.agriculture.ny.gov](http://www.agriculture.ny.gov)

## AGRICULTURAL PRODUCERS SECURITY PROGRAM



As it relates to the  
New York State  
Agriculture & Markets Law  
Article 20 - Licensing & Sale  
of Farm Products

Learn about your  
financial rights as an  
agricultural producer  
and how to sell your products  
only to licensed dealers who  
make prompt payment

# AGRICULTURAL PRODUCERS SECURITY LAW

## PURPOSE OF THE LAW

- To help ensure that producers are paid fully and promptly
- To ensure payment to producers in the event a farm products dealer defaults in payment
- To suppress and prevent any unfair and fraudulent marketing practices

## ELIGIBLE PRODUCERS

Typically, any person who grows or sells farm products or livestock in New York is eligible to participate.

## STATE PRODUCTS COVERED

All agricultural products grown or raised in New York State are generally covered by the law with the exception of dairy, eggs and timber.

## WHO'S SUBJECT TO A LICENSE

Dealers, including commission merchants, net-return dealers, brokers and processors who buy or receive New York farm products from New York State producers for resale.



# YOUR RESPONSIBILITIES AS A PRODUCER

## 1. Do business with a licensed dealer.

Only transactions involving the sale of farm products to a licensed dealer are covered under the law. Before selling your products to a dealer, make sure they are licensed by calling the Department at 1-800-554-4501 or consulting the Department's website at:  
[www.agriculture.ny.gov/programs/apsf.html](http://www.agriculture.ny.gov/programs/apsf.html)

## 2. Do not continue to sell products to a dealer who has failed to make timely payments.

The law covers only transactions where the sale of farm products occurred within 120 days after the earliest transaction between you and the dealer, which remains unpaid at the time you file a claim, regardless of whether that earliest unpaid transaction is included in your claim.

The law requires dealers to pay you within 30 days of the sale and delivery of your products, unless a written agreement exists between you and the dealer that extends the term for payment up to a maximum of 120 days.

## 3. File a claim when a dealer has failed to make timely payments.

If a dealer has failed to pay you in a timely way for farm products you sold and delivered to the dealer, you should file a complaint with the Department. If the matter is not resolved or the Commissioner has reason to believe that there has been a default by a licensed dealer in making payment to producers, the Department will provide notice for producers to file claims within 30 days.

To be eligible for coverage, all claims must be filed no later than 365 days after the sale and delivery of the farm product, but in no event, beyond the expiration of the 30-day period provided in the notice published by the Department.

Claim forms may be obtained by contacting the Department at 1-800-554-4501 or by downloading the forms from the Department's website at:  
[www.agriculture.ny.gov/programs/apsf.html](http://www.agriculture.ny.gov/programs/apsf.html)

***\*\*This pamphlet only highlights the requirements of the Agricultural Producers Security Law (Article 20). It is recommended that you or your attorney review the law in detail to fully understand what you must do to maximize its benefits for you, including additional protections like providing the dealer with notice that you have chosen to preserve the trust benefit provided by AML section 250-a.***

**AG NEWS** *(continued)***FSA Announces Sequester-Based Changes to 2013 Crop Marketing Assistance Loans**

**Washington, Sept. 30, 2013** – USDA's Farm Service Agency (FSA) announced today several adjustments to commodity loan programs to accommodate the automatic funding reductions known as sequester that are mandated by the Balanced Budget and Emergency Deficit Control Act of 1985 as amended by the Budget Control Act of 2011.

The programs, which provide interim financing for agricultural commodities to be stored after harvest and sold throughout the year when unaffected by harvest-season pressure on prices, are subject to sequester reductions of 5.1 percent. With commodity loan programs operating on a crop year basis and Sept. 30 marking the end of the federal fiscal year, adjustments will occur for the 2013 crop year as follows:

Loan-making for all commodities will be suspended on Oct. 1 and are targeted to resume mid-October. Loan repayment and loan servicing for all disbursed commodity loans will continue. Beginning in mid-October, the 2013 crop loans, and if applicable, loan deficiency payments (LDPs) will receive 5.1 percent reductions. Re-pledged 2012 crop sugar loans are not subject to sequester. 2013 crop loan rates are not affected. Commodity loans issued by FSA, marketing associations and loan servicing agents are all subject to these reductions.

**USDA Releases Annual Report of Foreign Investors' Holdings of U.S. Agricultural Land**

**WASHINGTON, Sept. 27, 2013** — USDA's Farm Service Agency (FSA) has released its annual publication regarding foreign investors' holdings of United States agricultural land. The publication contains statistics that are current through Dec. 31, 2011.

The report, titled "Foreign Holdings of U.S. Agricultural Land Through December 31, 2011," is now available on the FSA website at:

<http://www.fsa.usda.gov/FSA/web/app?area=home&subject=ecpa&opic=afa>.

The data gathered through Dec. 31, 2011, indicate that foreign investors hold an interest in 25,715,588 acres of U.S. agricultural land, which is approximately 2 percent of all privately held U.S. agricultural land, and 1 percent of all land in the U.S. The total foreign-held U.S. agricultural acres as of the last report, dated Dec. 31, 2010, were 24,224,807, resulting in an increase of 1,490,781 acres.

The annual publication includes a wide variety of both annual and cumulative activity reports. Annual Activity Reports include the following:

U.S. Agricultural and Nonagricultural Landholdings Annual Activity of Foreign Investors by State U.S. Agricultural and Nonagricultural

Land Acquisitions by Country of Foreign Investor U.S. Agricultural and Nonagricultural Land Dispositions by Country of Foreign Investor Just a few of the Cumulative Activity Reports within the publication are:

U.S. Agricultural Landholdings of Foreign Investors by State U.S. Landholdings of Foreign Investors by Type of Land Use and by State U.S. Agricultural and Nonagricultural Investors, Parcels, Acres and Value by Country of Foreign Investor.

The publication's findings are based on reports submitted to FSA in compliance with the Agricultural Foreign Investment Disclosure Act of 1978 (AFIDA). The law was created to establish a nationwide system for collecting information pertaining to foreign ownership in U.S. agricultural land. Foreign investors who buy, sell or hold an interest (other than a security interest) in U.S. agricultural land are required to report such holdings and transactions to the Secretary of Agriculture on AFIDA Report Form FSA-153.

The data gleaned from these reports is used in the preparation of an annual report to Congress.

## AG NEWS *(continued)*

### New York Land Values Decrease

The New York farm real estate 2013 average value per acre of \$2,600 decreased 1.9 percent from last year according to Blair Smith, State Statistician of the USDA's National Agricultural Statistics Service, New York Field Office. The New York cropland average value per acre was \$2,550, also a 1.9 percent decrease from 2012. New York pasture average value per acre was \$1,240, down 0.8 percent from last year.

The United States farm real estate value, a measurement of the value of all land and buildings on farms, averaged \$2,900 per acre for 2013, up 9.4 percent from revised 2012 values. Regional changes in the average value of farm real estate ranged from a 23.1 percent increase in the Northern Plains region to no change in the Southeast region. The highest farm real estate values were in the Cornbelt region at \$6,400 per acre. The Mountain region had the lowest farm real estate value at \$1,020 per acre.

The United States cropland value increased by \$460 per acre (13.0 percent) to \$4,000 per acre. In the Northern Plains and Corn Belt regions, the average cropland value increased 25.0 and 16.1 percent, respectively, from the previous year. However, in the

Southeast region, cropland values decreased by 2.8 percent.

### Farm Computer Usage Increases

In 2013, 72 percent of New York farms had computer access, up from 68 percent in 2011 reports Blair Smith, State Statistician of USDA's National Agricultural Statistics Service, New York Field Office. Sixty-nine percent of New York farms had internet access, up from 66 percent in 2011. Thirty-nine percent used computers for farm business, down from 42 percent two years ago. The primary method of internet access in New York was Cable with 34 percent of the total. DSL was second with 30 percent.

A total of 67 percent of the farms in the United States now have Internet access, compared with 62 percent in 2011. Seventy percent of farms have access to a computer in 2013, up 5 percentage points from 2011. The proportion of United States farms owning or leasing a computer in 2013, at 68 percent, was also up 5 percentage points from 2011. Farms using computers for their farm business increased to 40 percent in 2013 compared to 37 percent in 2011.

In 2013, 84 percent of the farms in the United States with sales and government payments of

\$250,000 or more have access to a computer, 83 percent own or lease a computer, 72 percent are using a computer for their farm business, and 82 percent have Internet access.

Additional details are available in the full report found at our website at [www.nass.usda.gov/ny](http://www.nass.usda.gov/ny).

### Cornell Agribusiness Economic Outlook Conference

The program will focus on the current situation and outlook for the national economy. Breakout sessions will include: dairy and dairy policy; feed grains; fruit and vegetable; grape, wine and ornamental Situation and Outlook and utilizing technology with consumers of horticultural products. A special general session in the morning will discuss the "Legislative Challenges on the Road to Immigration Reform" with a panel discussion on management implications. The program is presented by the Charles H. Dyson School of Applied Economics and Management in the College of Agriculture and Life Sciences at Cornell University. Please contact Carol Thomson at [cmt8@cornell.edu](mailto:cmt8@cornell.edu) or (607) 255-5464 or visit the website at [http://dyson.cornell.edu/outreach/ag\\_outlook\\_conference.php](http://dyson.cornell.edu/outreach/ag_outlook_conference.php) for program information.



## SAVE THE DATE!

### Agribusiness Economic Outlook Conference

Tuesday, December 10th

Cornell University, Warren Hall

General Session Theme: Immigration Reform

[dyson.cornell.edu/outreach/ag\\_outlook\\_conference.php](http://dyson.cornell.edu/outreach/ag_outlook_conference.php)

## BERRY ORGANIZATION NEWS

### NASGA Annual Meeting and Conference, December 3 – 6, 2013

#### Travel and Accommodations

Our host hotel is the [Sheraton Imperial Hotel and Convention Center](#) in Durham, NC (Research Triangle Park). The conference room rate is \$89 per room. To receive this special rate, call 919-941-5050 by November 8 and ask for the block under "Strawberry Expo" or use the link above for online registration.

The Sheraton Imperial is conveniently located on Interstate-40 between Durham and Raleigh at Exit 282/Page Rd. (4700 Emperor Blvd.), only a few minutes from the Raleigh-Durham Airport (RDU). Free airport shuttle service is provided. The hotel has two in-house restaurants, full room amenities, a 3.5 mile walking/jogging trail, lighted - tennis courts, and an on-site athletic club (small fee). There is free high-speed internet access in the guest rooms and free wireless internet access in public spaces. Downtown Raleigh, Chapel Hill, and Durham are all less than a half hour away

#### Important Links

- [Online Hotel Reservations](#)
- [2013 Sponsor and Exhibitor Registration Form and Information](#)

#### Basic Schedule & Program Information

##### Tuesday, December 3

**Afternoon Workshops** (1 pm - 4:30 or 5:00 pm) *Registration for all workshops will be limited; be sure to sign up early.*

**Strawberry Plasticulture for New Growers.** This workshop is

oriented to new growers, prospective growers, growers in their first year or two of production, or any grower who wants a "refresher" in the basics. Grower led: Expect a practical, informal session with lots of time for questions and discussion.

**Direct Market Food Safety Practices & Messages.** Explores how to manage food safety when you have the public on your farm, how to have the public be partners in these efforts, and how to communicate this in a positive way that promotes your farm.

#### Evening Reception and Registration

##### Wednesday, December 4

**Farm Tour.** Buses leave the hotel at 8:30 am, return approximately 8:00 pm.)The tour will visit [Page Farms of Raleigh](#), [The Vollmer Farm](#), [Finch Blueberry Nursery](#), [Jones Farms](#), and [Deans Farm Market/Fresh Pik Produce](#). Dinner will be at [Bill Ellis BBQ](#) in Wilson.

##### Thursday, December 5 and Friday, December 6

#### Educational Sessions and Trade Show

The trade show opens at 7:30 am, with coffee and continental breakfast in the trade show area. Educational sessions start at 9:00 am with a "Grower Spotlight" speaker. For the rest of days, three -- or more-- tracks of concurrent breakout sessions are offered. Lunch is included in all registrations. The North Carolina Strawberry Association's annual meeting will be at lunch on Thursday, and the North American Strawberry Growers Association annual meeting will



### NASGA Annual Meeting and Conference at the 2013 Southeast Strawberry Expo

A Joint Conference of the North Carolina Strawberry Association and the North American Strawberry Growers Association

Tuesday, December 3 -- Friday, December 6, 2013

be on Friday.

Full program schedule will be posted soon.

**For more information:** Call 613-258-4587 or email [info@nasga.org](mailto:info@nasga.org)

Registration materials and online registration will be posted when available. Exhibitor and sponsor inquiries are welcome.

**The 2013 Southeast Strawberry Expo is a joint meeting of the North American Strawberry Growers Association and the North Carolina Strawberry Association. It brings together growers, suppliers, researchers, and extension from throughout the Southeast and across the continent.**

## CONFERENCE PROGRAM & SCHEDULE INFORMATION



### TUESDAY, DEC. 3 – WORKSHOPS

Workshops are intensive sessions. *Early registration is recommended as attendance is limited. All workshops are at the Sheraton Imperial Hotel.*

#### ◆ Getting Started in Strawberry Plasticulture

For new growers, prospective growers, and those in their first few years of production. This workshop provides practical information in a casual session that encourages questions and discussion. Led by a diverse team of experienced growers from several areas and NCSU strawberry extension specialist Jeremy Pattison. Fee includes the *Strawberry Plasticulture Notebook* and a resource CD. (1:00-4:30 pm. \$50)

◆ **Food Safety Practices and Communication for Direct Market & PYO** This interactive workshop will explore aspects of strawberry production, harvesting, marketing, and handling that relate to food safety risks – from both the grower's and the consumer's perspectives.

Participants will engage in a dialogue about best practices, effective communication approaches, and resources that growers can use to help their customers become partners in food safety. Participants will come away from this session with a set of strategies to internally implement and externally demonstrate good food safety practices. (1:30 - 4:00 pm. \$30)

◆ **Respirator Fit Test Training** This workshop will enable you to conduct annual respirator fit tests for workers on your farm and eliminate the need to obtain respirator fit test services each year (at a cost of \$15-\$55 each). You will also be able to offer this service to other farmers in your community. No prior medical training or experience necessary; open to residents of any state. Participants can purchase a respirator fit test kit for \$99.31 (a deep discount). Limit 12 participants. *Funding for this workshop provided by the NC Tobacco Trust Fund.* (1:00-5:00 pm. \$75)

### MEMBERSHIP

*This is a joint conference of the NC Strawberry Association and the North American Strawberry Growers Association. Join one or both to attend. (Membership is separate from the registration fee, unlike at previous Strawberry Expos.)*

**The North Carolina Strawberry Association (NCSA)** serves growers not just in North Carolina, but throughout the Southeast and beyond. It provides over \$35,000/year to research, represents growers on policy issues, holds the annual Southeast Strawberry Expo and other grower meetings, promotes locally grown strawberries to consumers, supports teachers working with strawberries, and offers growers promotional tools, including signs, stickers, coloring/activity books, and posters. Benefits of membership include a monthly newsletter (usually 10 issues/year), discounts on promotional materials, a membership directory, listing on NCSA's online Farm Locator, and more. Learn more at [www.ncstrawberry.com](http://www.ncstrawberry.com).

**The North American Strawberry Growers Association (NASGA)** offers access to the top strawberry researchers and horticulturists in the United States and Canada. It serves as a lobby for berry growers on the national level, provides over \$50,000/year toward research, and holds both an annual conference and a summer tour. NASGA membership benefits include: a quarterly newsletter subscription, a website listing, and a Membership Resource Directory. The NASGA website provides members with current and past newsletters, presentations from previous meetings, and reports of NASGA-sponsored research. Learn more at [www.nasga.org](http://www.nasga.org).



### ACCOMMODATIONS & TRAVEL

The **Sheraton Imperial Hotel and Convention Center** is the conference hotel. For reservations phone **919-941-5050** or visit [www.ncstrawberry.com](http://www.ncstrawberry.com) to reserve online. To receive the special conference rate of \$89 per night, be sure to mention "Strawberry Expo." This rate is guaranteed until November 8. Make your reservations soon – if you delay, rates will go up or rooms may be sold out.

**Driving:** The Sheraton Imperial is located on Interstate-40 between Durham and Raleigh at Exit 282 (Page Road). Exit at Page Road, then go up the hill on Emperor Blvd.; turn left into the hotel. Parking is free and plentiful. Address: 4700 Emperor Blvd., Durham, NC 27703.

**Flying:** The closest airport is Raleigh-Durham (RDU), only a few minutes from the Sheraton. The hotel offers free airport shuttle service.

### WEDNESDAY, DEC. 4 – FARM TOUR

Buses leave the hotel at 8:30 am, and return approximately 8:00 pm. Travel by our chartered buses is strongly recommended. Those unable to ride the bus or joining mid-tour will be able to follow along in private cars. Dress appropriately for weather and farms. Tour stops:

- **Page Farms** of Raleigh is a 4th generation farm, once raising tobacco, now amidst housing developments. It raises strawberries and vegetables.
- **The Vollmer Farm** is NC's leading organic strawberry farm; it has 4.5 acres of berries, a market, ice cream shop, fall activities, and many other crops and innovations.
- **Finch Blueberry Nursery** is a leading blueberry nursery; we also drop in at Finch Pottery, studio of master craftsman Dan Finch.
- **Jones Farms** is a certified sweet potato/blackberry nursery, it also sells blackberries and sweet potatoes. Need a companion crop?
- **Deans Farm Market/Fresh Pik Produce** has 20 acres of strawberries for both retail/wholesale and is a strawberry plant seller. Check out the collards, cooked and sold on site.
- Dinner at **Bill Ellis BBQ** in Wilson for the complete Southern BBQ buffet experience.

### Thank You to our Host Sponsors



Lassen Canyon Nursery, Inc.



## REGISTRATION FEES

First registrant and **Student/Extension** fees include the Expo Proceedings. **Additional persons** are spouse, family members, employees, etc.; these do not receive separate Proceedings. **Children** are welcome at the Expo. Under 6 are free, ages 6-14 pay reduced registration fees. As tour arrangements for children can be highly variable, contact the NCSA office at 919-542-4037 to determine tour fees for children.

## MPU TOURS

The NCSU Micropropagation Unit & Respository offers a free tour to Expo participants. The MPU manages plantstocks of strawberries, blackberries and sweetpotatoes at its facilities in Raleigh. Please sign up on the registration form; tour times may be adjusted based on sign-ups/interest.

## POSTERS

Researchers and others are invited to bring/send strawberry-related posters for display. Contact NCSA at [info@ncstrawberry.com](mailto:info@ncstrawberry.com) by Nov. 10.

## PRESENTERS

This conference features many excellent presenters. Here is a partial list; additional presenters are being confirmed: From NCSU: Frank Louws • Hannah Burrack • Jeremy Pattison • Diane Ducharme • Katy Jennings • Michelle Schroeder-Moreno • Chris Gunter • Ted Feitshans • Barclay Poling (ret) • Betsy Bihn, Cornell • Guido Schnabel, Clemson • Kim Lewers, USDA-Beltsville • Pam Fisher, OMAFRA • Kevin Schooley, KS Consulting, ON • Ryan Boyles, NC Climate Office • Russ Shlagel, Shlagel Farms, MD • Richard Harnden, Berry Gardens, U.K. • Blaine Staples, The Jungle Farm, AB • Mitchell Wrenn, Wrenn Farms, NC • Nate Nourse, Nourse Farms, MA • Joe Cooper, Balamore Farms, NS • Louise Lamm, NC Ag in the Classroom (ret) • Lisa Langley & Frances Anderson, Nash Cty. Schools • Frances Heeman, Heeman Farms, ON

## AUCTION

A silent auction to benefit NCSA's Scholarship Fund and NASGA's Research Foundation will be held Dec. 5-6. Please bring donations of items and services for the auction! Call 919-542-4037 or email [info@ncstrawberry.com](mailto:info@ncstrawberry.com) if you have questions or can volunteer to help.

## SMALL PRINT

**Late Registrations:** There is a \$35 late fee for registrations received after November 27 or at the door. You may call in near-deadline registrations to 919-542-4037 or fax to 866-511-6660 and pay via credit card or at the door.

**Refunds/Cancellations:** Full refund minus a \$15 processing fee for cancellations requested by November 27. After November 27, partial refunds may be approved.

## A Brief Schedule of Sessions *(program subject to change)*

Tuesday, December 3 – Meetings, workshops, opening reception				
12-1:00 pm	<b>Registration open</b>			
Afternoon Workshops	Getting Started in Strawberry Plasticulture 1-4:30 pm Respirator Fit Test Training 1-5 pm Food Safety Practices and Communication for Direct Market & PYO 1:30-4 pm			
7-9:30 pm	Opening Hospitality Event: Refreshments and informal socializing. Registration open.			
Wednesday, December 4 – Farm Tour				
7:30-8:30 am	Registration. <i>Buses for tour load at 8:15</i>			
8:30 am - 8:00 pm	Farm Tour to Page Farms of Raleigh, The Vollmer Farm, Finch Nursery, Jones Farms, Deans Farm Market/Fresh-Pik Produce. Dinner at Bill Ellis BBQ			
8:00 pm –	Hospitality Room at the Sheraton Imperial			
Thursday, December 5 - Educational sessions, trade show				
7:30-9:00 am	Registration. Continental Breakfast in exhibit area. Trade show/posters all day.			
9:00-10:30	GENERAL SESSION “Weather and Climate: A look into the future for strawberry growers” – Ryan Boyles, NC Climate Office Grower Spotlight: Russ Shlagel, Shlagel Farms, Waldorf, MD			
11:00-12:00 Breakouts	Disease Issues in Strawberries	So What Can You Do About That Weather?	Produce Safety, Direct Market Customers & You	Respirator fit testing all day. Call 252-744-1008 by November 27 for appt.
12:00-1:45	Lunch for all registrants. NCSA Annual Meeting & Awards Presentations.			
2:00-3:00 pm	Update & Prognosis on Strawberry Virus Issues	Food Safety Traceback for Smaller Growers	Working with Schools – In the Classroom & on the Farm	Work Smarter, Not Harder – reducing joint stress working on the farm
3:30-4:30	Integrating SWD & arthropod management in strawberries	Biopesticides: What are they & how do they work?	How to Hold a Recipe Contest	Fit to Farm - improving health & wellness despite a hectic farm schedule
4:30-5:30	Weed Control for Strawberry Producers	Organic Production Roundtable	PYO Management Roundtable	Chicks Rule: women-only roundtable on challenges /successes day-to-day
6:00 pm –	Dinner on Your Own			
8:00 pm –	Hospitality Room at the Sheraton Imperial			
Friday, December 6 - Educational sessions, trade show				
7:30-9:00 am	Registration. Continental Breakfast in exhibit area. Trade show/posters open until 2:00 PM			
9:00-10:30	GENERAL SESSION: Grower Spotlight – Blaine Staples, The Jungle Farm, Innisfall, Alberta Richard Harnden, Berry Gardens, U.K. – “Strawberry Research and Production Trends”			
11:00-12:00	Soil Biology 101 for Strawberry Growers	Choosing Your Strawberry Varieties	Farm Succession: Could Your Children (or others) Run Your Farm?	Respirator fit testing available. Call 252-744-1008 by November 27 to schedule an appointment.
12:00-1:30	Lunch for all registrants. NASGA Annual Meeting			
2:00-3:00 pm	Soil Health Management & IPM	Growing Degree Days & Row Cover Management	Facebook for Beginners	Roundtable Gathering for nursery producers & plant suppliers
3:00-4:00	Fungicide Resistance Issues & Management	Day Neutral Production & Fertility	Building Social Media Interaction	
4:00-5:00	A Look to the Future: Challenges and opportunities for our strawberry industry – Panel of presenters and leading growers			

## QUESTIONS? MORE INFO?

E-mail [info@ncstrawberry.com](mailto:info@ncstrawberry.com) or call 919-542-4037 (during the Expo, 919-545-6746).

Visit [www.ncstrawberry.com/docs/2013StrawberryExpo.htm](http://www.ncstrawberry.com/docs/2013StrawberryExpo.htm) to find:

- A list of exhibitors
- A detailed schedule of the sessions or tour
- Information about the local area, including college football/basketball, Hurricanes hockey games
- A map for the tour
- Links to online registration/hotel reservations
- Updates on workshop/tour availability

## CAN'T COME?

Too bad! Use the registration form to join/renew membership in the North Carolina Strawberry Association or North American Strawberry Growers Association. Just fill out sections 1, 2, 3 and 8 and send in your form as indicated. NASGA-only memberships may alternatively be sent to

NASGA  
39 Harmony Way  
Kemptville, ONT K0G 1J0 Canada  
Fax: 613-258-9129  
[info@nasga.org](mailto:info@nasga.org)

# REGISTRATION FORM

On-line registration: [www.nasga.org](http://www.nasga.org)  
or [www.ncstrawberry.com](http://www.ncstrawberry.com)

Register by November 27  
to avoid late fees.



## 1. CONTACT INFORMATION

(provide names as you would like them on nametags)

Name \_\_\_\_\_

Farm/business name \_\_\_\_\_

Additional persons attending \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home phone \_\_\_\_\_

Farm/work phone \_\_\_\_\_

Cell phone \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

## 2. MEMBERSHIP

This is a joint conference of the NC Strawberry Association and the North American Strawberry Growers Association. At least one box below **MUST** be checked to attend. You may join/renew either or both – choose whatever is appropriate for you. For more info about membership, see the registration brochure or visit [www.nasga.org](http://www.nasga.org) or [www.ncstrawberry.com](http://www.ncstrawberry.com).

### North Carolina Strawberry Association

- NC resident - \$55
- Out-of-state - \$70 (if paying NC strawberry assessment, may pay NC rate)
- Extension/research/student/Dept of Ag - \$15
- Extension Non-member Email Subscriber (NC/TN/VA/SC/GA only) - \$0

Send newsletters via \_\_\_email \_\_\_mail

Growers: strawberry acreage for 2014 harvest \_\_\_\_\_

### North American Strawberry Growers Association

Business Membership (growers, nurseries, suppliers)

Rejoining (member 2011-2013)  \$175 USA/Canada/Mexico  \$190 others

New Member  \$85 USA/Canada/Mexico  \$95 other countries

Individual Membership (Research/Extension/Student)

\$55 USA/Canada/Mexico  \$65 other countries

Corporate Membership (includes up to \$400/year in newsletter advertising)

\$500 all countries

*Write the membership amount due in Section 3 at top right.*

## 9. QUESTIONS & REMINDERS

Special dietary or accessibility requirements? \_\_\_\_\_

Sign up for Tour of the NCSU Micropropagation Unit & Repository?

(no charge; please preregister) \_\_\_ drive on my own \_\_\_ ride MPU van

\_\_\_ Tuesday 3:00 pm \_\_\_ Wednesday 3:00 pm \_\_\_ Friday 2:00 pm

Bringing something for silent auction? \_\_\_\_\_

- Sheraton Imperial reservations: 919-941-5050 by November 8.
- Conference Registration: by November 27 avoids late fee.
- Respirator fit testing request: 252-744-1008 by November 27.

## 3. MEMBERSHIP FEES SUMMARY (amount due from #2 at left)

North Carolina Strawberry Association \_\_\_\_\_

North American Strawberry Growers Association \_\_\_\_\_

## 4. WORKSHOPS – Tuesday, Dec. 3

	# of persons	Cost
Getting Started in Strawberry Plasticulture	\$50	_____
Communicating Food Safety Practices	\$30	_____
Respirator Fit Test Training	\$75	_____

## 5. FARM TOUR – Wednesday, Dec 4

	# of persons	Cost
On the Bus (Tour, Box Lunch & Dinner)	\$70	_____
Driving on Own (Tour & Dinner only)*	\$35	_____
Children on Tour (contact NCSA to work out fee)		_____

\* Map/directions will be provided for those driving the tour on their own.

## 6. MAIN CONFERENCE – Thursday/Friday, Dec 5 & 6

BOTH DAYS (includes 2 lunches, breaks, all sessions)

	# of persons	Cost
First Registrant	\$100 (1)	_____
Additional persons	\$75	_____
Student/Extension	\$75	_____
Child (6–14)	\$50	_____

THURSDAY only (includes 1 lunch, breaks, all sessions)

	# of persons	Cost
First Registrant	\$65 (1)	_____
Additional persons	\$45	_____
Student/Extension	\$45	_____
Child (6–14)	\$30	_____

FRIDAY only (includes 1 lunch, breaks, all sessions)

	# of persons	Cost
First Registrant	\$65 (1)	_____
Additional persons	\$45	_____
Student/Extension	\$45	_____
Child (6–14)	\$30	_____

## 7. TOTAL CHARGES

Late registration charge? \$35 \_\_\_\_\_

(If received later than November 27 or at the door)

AMOUNT DUE \$ \_\_\_\_\_

## 8. PAYMENT

Check (Make checks payable to NC Strawberry Association or NCSA.)

Visa  MasterCard  Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

**MAIL FORMS TO:** NC Strawberry Association  
1138 Rock Rest Rd., Pittsboro, NC 27312 USA

**FAX TO:** 866-511-6660 (toll-free)

**SCANS TO:** [info@ncstrawberry.com](mailto:info@ncstrawberry.com)

## BERRY ORGANIZATION NEWS *(continued)*



### NARBA 2014 Conference, January 27 to 29, 2014

Make plans to attend NARBA's 2014 conference! It will be held January 27-29 in Hershey, PA, in association with the Mid-Atlantic Fruit & Vegetable Convention (MAFVC).

NARBA last met with MAFVC in 2008; those who attended will remember a large trade show, an excellent conference... and the smell of chocolate wafting through the Hershey Lodge.

Program planning is well underway, though a number of details still need to be ironed out and confirmed. Here are the tentative schedule and some highlights:

**Monday, January 27:** In the morning, a Caneberry ABCs workshop, for new growers, potential growers, and those in their first year or two of

production, tentatively led by the highly skilled team of Marvin Pritts and Cathy Heidenreich from Cornell, with concurrent sessions for experienced growers, primarily roundtable discussions that draw on the expertise and experiences of these growers.

This will be followed by the NARBA Annual Meeting Luncheon and additional educational sessions in the afternoon; topics include Black Raspberry Production and Research, Practical GAPS for PYO and Direct Marketers, and Experiences with the RCA trellis and other trellising options.

**Tuesday, January 28:** Kathy Demchak of Penn State University is organizing a full-day tour of farms and markets in

the region. Those who choose not to do the tour can explore the trade show and a wide variety of educational sessions on vegetables, herbs, tree fruit and more.

**Wednesday, January 29:** A full day of caneberry topics, including an intensive session on managing SWD and other invasive pests, an update on blackberry breeding by Dr. John R Clark, and a "grower spotlight" on one of Pennsylvania's young berry growers.

**Thursday, January 30:** No caneberry sessions but many MAFVC sessions on other berries and much more. t

**Find further information and important links at:**

[www.raspberryblackberry.com](http://www.raspberryblackberry.com)





## FOCUS ON FOOD SAFETY

### COMMENT PERIOD FOR PROPOSED PRODUCE SAFETY RULE CLOSING NOVEMBER 15, 2013!

As the comment period closure is rapidly approaching (36 days left!), we urge you to submit your comments to the proposed rule now before it is too late.

Although we may be starting to sound like a broken record here, it is imperative that you encourage farmers and affiliated organizations to get involved.

Comments that are thoughtful and substantive, containing real life examples and solutions will assist the FDA in creating a document the better suits the needs of fresh produce farmers across the country.

If you have any questions about what is currently proposed in the Produce Safety Rule, please do not hesitate to contact us at the Produce Safety Alliance so that we can make sure you have the facts before submitting your comments.

We have outlined a list of resources that may help answer many of your questions related to the proposed rule below.

**How to submit comments on  
the proposed Produce Safety  
Rule:**

### FDA FOOD SAFETY MODERNIZATION ACT

1.) [Click here to comment electronically](#)

2.) Written comments may be faxed to the FDA at 301-827-6870 or you may mail them to:

Division of Dockets  
Management (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Room 1061,  
Rockville, MD 20852

#### FDA Resources

The [FSMA Proposed Rule for Produce Safety](#) page is a great one-stop shop for all fact sheets related to the subparts of the rule.

Resources for farmers: [Farmer's Toolkit](#)

[Does this rule apply to you?](#)

[I have a farm - does the Preventive Controls Rule apply to me?](#)

[Frequently Asked Questions About the Proposed Rule](#)

#### PSA Resources

[PSA-FDA Question and Answer Series: Audio Recordings](#) A great place to start if you want

to learn about the subparts to the rule and hear actual questions from farmers and educators with direct answers from the FDA.

#### [PSA University Contacts](#)

Want a state specialist to answer your questions? Check out our national collaborator contacts to find assistance in your state.

#### **Elizabeth A. Bihn, Ph.D.** **Produce Safety Alliance** **Director**

Hedrick Hall - NYSAES  
630 W. North Street  
Geneva, NY 14456  
Phone: 315.787.2625  
Email: [eab38@cornell.edu](mailto:eab38@cornell.edu)

#### **Gretchen L. Wall, M.S.** **Produce Safety Alliance** **Coordinator**

Cornell University - Dept. of Food  
Science  
186 Stocking Hall  
Ithaca, NY 14850  
Phone: 607.255.6806  
Email: [glw53@cornell.edu](mailto:glw53@cornell.edu)

## FOCUS ON FOOD SAFETY *(continued)*

### Cantaloupe Farmers Arrested in Food Safety Case

Robert Hadad, Cornell Vegetable Program

*Author's note: This is a case that must be watched by all produce farmers in the country. It is a tragedy that so many people got sick and so many died.*

*However, the degree of negligence will have to be proved against the fact that there really were no regulations only guidelines for best practices as well as the fact that the farm was inspected only weeks before by one of the top auditing companies in the country.*

*How will this affect future issues with food safety in the months and years ahead? –*

Eric and Ryan Jensen were indicted on federal charges last week. It is the first time that criminal charges have been brought against a grower relating to a foodborne illness outbreak.

According to an article published by the [Packer Online Daily on Sept. 26, 2013](#), the Jensen brothers surrendered to federal authorities Sept. 26 in Denver, Colorado, according to a statement from U.S. Attorney John Walsh.

The two brothers, brought into federal court in Denver on the following day in shackles, pleaded not guilty to six

misdemeanor counts of introducing adulterated food into the food supply.

A Dec. 2 trial date is set for the case. The brothers each posted bonds of \$100,000 and were released, said Jeffrey Dorschner, spokesman for the U.S. Attorney's office in Denver.

The Jensens are each charged with six misdemeanor criminal counts related to the 2011 cantaloupe-related listeria outbreak that killed at least 33 people and sickened 147 in 28 states.

According to the article, the brothers were charged against the Food, Drug, and Cosmetic Act of 1938. This law prohibits food marketers from selling food into the marketplace that has been adulterated. Pathogens are considered adulterants. In the past, this argument has been used in civil cases and not tried in federal court.

The charges are for introducing adulterated melons into interstate commerce and aiding and abetting. The maximum sentence could be as much as 6 years in prison and \$1.5million in fines per defendant.

The *Packer* article noted that Special Agent in Charge Patrick Holland of the FDA Office of Criminal Investigations, Kansas City Field Office, said in the U.S. Attorney's news release that "the filing of criminal charges in this deadly outbreak sends the message that absolute care must be taken to ensure that deadly pathogens do not enter

our food supply chain."



### [ON FARM GAPS EDUCATION VIDEOS](#)

University of Minnesota Agricultural Safety & Health Program

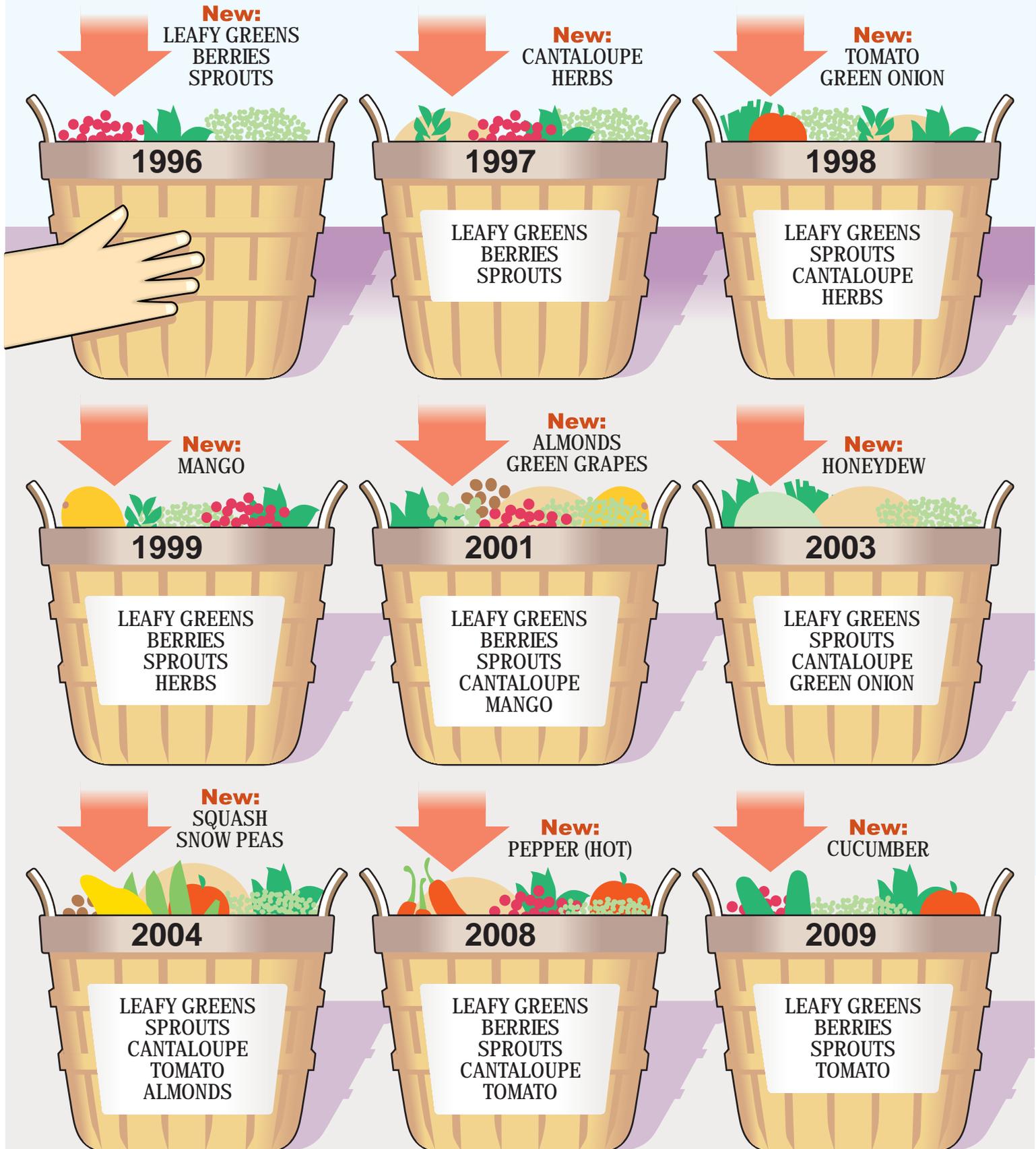
Michele Schermann of the University of Minnesota has put together a great video collection of How-tos for basic GAPs on the farm. From building a handwashing station to sampling water sources for testing, the UMN On Farm GAPs video library is a great resource for both beginning and seasoned farmers!

For additional information or to obtain the video file for training purposes, contact Michele at [scher019@umn.edu](mailto:scher019@umn.edu).

# Commodities Related to Outbreaks Change Frequently

Why doesn't the proposed Produce Safety Rule only target fruits and vegetables that are known to have caused outbreaks of foodborne illness? Why include produce that has not been involved in outbreaks of foodborne illnesses? As you can see here, new players join the cast regularly. The below infographic shows produce-associated outbreaks that occurred between 1996 and 2009. It only shows the years a new type of produce was related to outbreaks during that time period. Because we cannot anticipate with certainty which foods could be contaminated in the growing, harvesting or production process, the rules that we propose would cover a variety of produce.

## Produce Associated with Outbreaks 1996–2009:



## ON THE ORGANIC SIDE...

### National Organic Program Announces Staff Furlough, NOSB Meeting Update

USDA National Organic Program has announced that, effective October 1, all NOP staff will be furloughed pending reinstatement of funding by Congress. These staff will not be available by phone or email, and cannot carry out work for the Agency, until funding is restored. This means that many services will be delayed or interrupted. For example, staff can't send meeting cancellation notices. Therefore, if a budget isn't in place by Thursday, October 10, at 5:00 p.m. ET, the fall 2013 National Organic Standards Board meeting (October 22 - 24, 2013) will be cancelled.

### U.S. Organic Industry Praises U.S.-Japan Partnership In Organic Trade

**WASHINGTON, Sept. 26, 2013**—Earlier today, the U.S. Department of Agriculture (USDA) announced that the United States and Japan formed a partnership that will recognize the two organic programs as equivalent and allow access to each other's markets.

Formal letters creating this partnership were exchanged earlier today in Baltimore, Maryland at Natural Products Expo East, one of the largest trade shows for organic products in the United States. The equivalency arrangement was signed by Anne L. Alonzo, USDA Agricultural Marketing Service Administrator; Ambassador Islam Siddiqui, U.S. Trade Representative Chief Agricultural Negotiator; and Hiroyuki Kobayashi, Director General, Food Safety and Consumer Affairs Bureau.

USDA continues to expand markets for American organic products abroad, works aggressively to break down barriers to trade, and assists U.S. businesses with the resources needed to reach consumers around the world. U.S. organic exports to Japan are currently estimated at \$80 million, with growth due to the arrangement expected to reach at least \$250 million in 10 years.

Through the National Organic Program, USDA has helped farmers and businesses create an industry that today encompasses over 17,000 organic businesses in the United States alone, and has grown to \$35 billion annually in U.S. retail sales.

Representatives from the U.S. organic industry—including trade associations and organic producers—praised the U.S.-Japan partnership.

"This monumental agreement will further create jobs in the already growing U.S. organic sector, spark additional market growth, and be mutually beneficial to producers both in the United States and Japan and to consumers who choose organic products,"—Christine Bushway, Executive Director and CEO of the Organic Trade Association

"This agreement is vital to specialty crop growers, who number more than 2,000 in California alone. These producers will be able to expand sales in a vibrant Japanese market, inspiring growth in a sector that is already creating jobs and economic

opportunity."—Cathy Calfo, Executive Director, California Certified Organic Farmers (CCOF)

"We increasingly live in a global economy. Any time countries can collaborate to eliminate or reduce trade barriers, the market is strengthened. This agreement will allow our company to greatly simplify exports to Japan our largest export market for organic walnuts, and increase organic production here in the United States."—Jenny Lester Moffitt, Sales and Marketing for Dixon Ridge Farms.



## \$ MONEY TALK \$

### Afraid of What Your Employees Might Say?

*Stan Moore, Michigan State University Extension*

*As employers we are often afraid to ask employees for input on decisions, assuming they will ask for something that we cannot, or do not want to deliver.*

**September 27, 2013.** Managing employees can be tough. As employers, in agriculture or otherwise, we have decisions we need to make every day – decisions that need to be implemented by our employees. Therefore, it is important to consider the impact of decisions on employees and their ability to implement them amid everything else they are already doing.

Good management starts with how we view employees and how we “manage” them. If we’re “old school”, believing in a “command and control” approach, then we’re not going to ask them for input. This management mindset expects that most employees can’t be trusted, that employees won’t exercise self-control, that employees are lazy by nature and that they have little ambition. If that’s your management mindset, why would you ask for input?

The problem with this is that it assumes that you, as the manager, have the best knowledge, that you are complete in what needs to be known, and that your decisions cannot be improved. Experience should tell us that that is not the case. The reality is that decisions that get talked about and debated are usually better decisions.

So what is the alternative management mindset? What if you held the opposite view of the statements listed in the command

and control mindset? If we really value employees and respect them, then we need to involve them. If trustworthy, ambitious people are going to be what drives your business forward then it makes perfect sense to ask them for input on decisions. They need to become partners with you in reaching the goals of your business. They can only do that if they know and share the goals that you have set.

Practical examples of asking for employee input would be in making the best purchases and in scheduling. For example, when the business needs to purchase a new piece of equipment, why not ask the employees who will be working with the equipment to do the research on the possible options. Hopefully employees helped point out the need for the equipment as well. Not only does this help create a sense of belonging to a team, but it also provides you the opportunity to help build skills in your employees. You are helping them build decision-making skills, and you can also introduce such concepts as partial budgeting to determine which option will be the most profitable. Obviously, you still have to make the final decision, as you have to write the check, but including employees in farm decisions can make a huge difference in employee satisfaction.

What if you’re looking at a change in how you schedule employees’ work time? Wouldn’t it make sense to ask employees what they would prefer? On farms and in other businesses, this has limitations since there are tasks that have to get done on weekends (the cows have to be milked every day), but there

is also likely more flexibility than you may think. Sometimes as managers we just can’t see a different way of doing it than how we are currently functioning. As [Michigan State University Extension](#) educators talk with dairy managers they have found that work time and schedules vary greatly by farm. Asking employees for input on scheduling, and procedure changes that may impact that scheduling creates another opportunity for you to build on teamwork and it may even help your business become more efficient.

Asking employees for input does not take away from your leadership of the business - you still have to make the ultimate decisions. Asking them for input does emphasize that as a leader, you understand that employees have valuable experience and knowledge and are best positioned to help move your business forward.

*This article was originally published by [Michigan State University Extension](#).*

## FOCUS ON PEST MANAGEMENT

### From the SWD Blog...

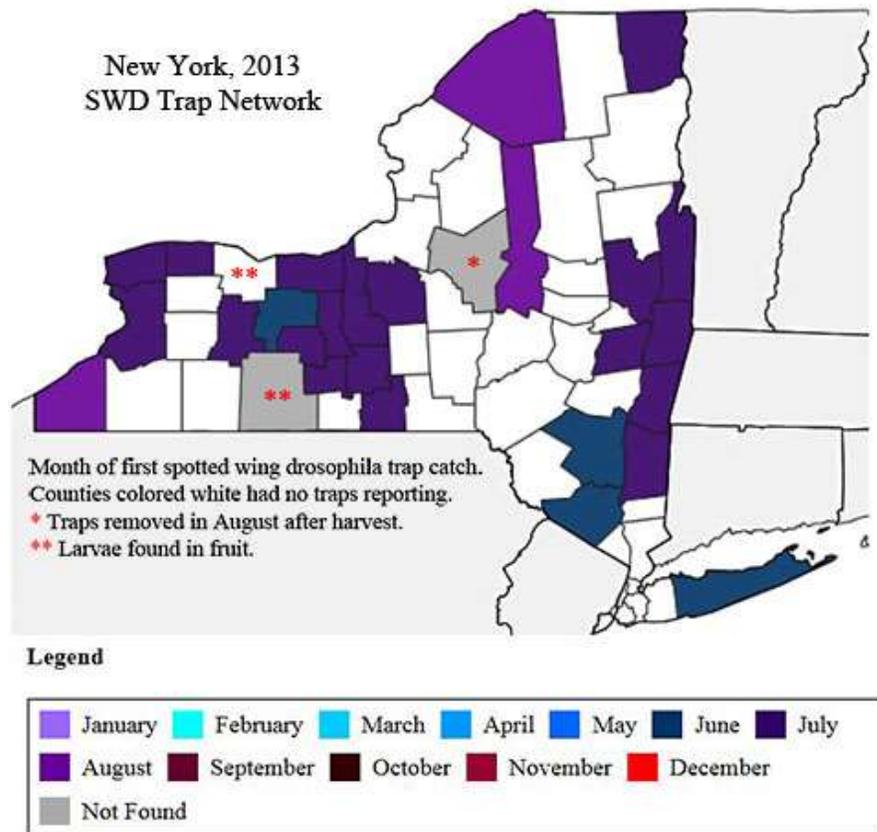
*Juliet Carroll, NYS IPM Program*

### SWD across NY

**September 19, 2013.** The spotted wing drosophila trap network provided first trap catch data to generate a [NY distribution map](#). Cornell Cooperative Extension personnel participating in the trap network alerted growers to protect their crops when SWD was found in their area. Overall, SWD arrived in NY later in 2013 than it did in 2012 and this may have spared some late-maturing varieties of fruit. Four Counties reported first trap catch in June (dark blue), 19 Counties reported first trap catch in July (dark purple), and three Counties reported first trap catch in August (light purple). Two counties did not find SWD in traps. In August, traps set for SWD were catching hundreds to thousands of other fruit flies, making reading traps tedious and time-consuming. A big “Thank You” goes out to everyone who participated in the [NY SWD trap network](#).

### SWD on the National Scene

**September 23, 2013.** Typically, SWD trap catch continues to increase – hundreds/week – peaking in late fall. In Oregon and Washington, SWD counts in traps have about doubled each week over the last four weeks; the pressure is the highest experienced since SWD’s introduction to that region in 2009. In North Carolina, where SWD arrived in 2010, high numbers are being caught in



traps with fruit infestation nearing 100%. In Rhode Island, where SWD arrived in 2011, late season trap counts in the thousands are derived from an aliquot taken of the total trap contents. First found in 2012 in Colorado, this year it’s across the state in very damaging numbers. Is this because as fruit quality declines traps become more attractive to SWD? Is it because adult SWD can live for 20-30 days and during that time can lay >350 eggs so that, by end of summer and into fall, there has been an exponential explosion in population numbers? Answers to these questions and more will be discussed in November by entomologists at a National SWD meeting of the USDA Multistate Project: SWD Biology, Ecology, and Management, covering these four focus areas:

1. Biology and ecology of SWD and how it may vary by

location, plant host, and season.

2. Reliable, easy-to-use traps, lures, and methods for monitoring SWD adults and larvae.
3. Laboratory and field research on developmental parameters and temperature tolerance limits to develop and validate a degree-day model.
4. Effective cultural, biological, and chemical control tactics for sustainable IPM plans for at-risk crops in the US.

## FOCUS ON PEST MANAGEMENT *(continued)*

### Northeast SWD Working Group Meeting

**September 24, 2013.** On October 30, 2013, in Bridgeton, NJ at the Rutgers Agricultural Research and Extension Center, the [Northeast Spotted Wing Drosophila IPM Working Group Meeting](#) will be held from 8:00am to 5:00pm to provide updates on this invasive insect and to set and rank priorities for research, extension, education, and regulatory needs to address its impact on agriculture in the Northeast. Funding from the NE IPM Center will defray a portion of travel expenses to support attendance by commercial growers, industry, extension, and research personnel.

A [Spotted Wing Working Group block of rooms](#) for October 29 and 30 with a discounted rate of \$109.00 per night is being held until October 8 at the Courtyard Marriott, 325 Rowan Boulevard, Glassboro, NJ 08028. If you plan to attend the meeting, contact Laura McDermott, [lqm4@cornell.edu](mailto:lqm4@cornell.edu).

The agenda includes speakers from the academic and grower communities from Michigan to North Carolina, with information on

- Status, monitoring and management in Michigan
- Status, monitoring and management in North Carolina
- Overwintering biology and alternative hosts
- Olfactory cues and chemical control

- Trap improvements, phagostimulants and behavioral control
- Visual cues and behavioral control
- Biological control
- Monitoring and management in caneberries

Review the [SWD 2012 Priorities](#) and send [jec3@cornell.edu](mailto:jec3@cornell.edu) input before the meeting. Your hosts are

Greg Loeb, Dept. of Entomology, Cornell University, [gme1@cornell.edu](mailto:gme1@cornell.edu), 315-787-2345

Cesar Rodriguez-Saona, Dept. of Entomology, Rutgers University, [crodriguez@aesop.rutgers.edu](mailto:crodriguez@aesop.rutgers.edu), 609-726-1590 Ext. 4412

Dean Polk, Rutgers Cooperative Extension, Rutgers University, [polk@aesop.rutgers.edu](mailto:polk@aesop.rutgers.edu), 609-902-1134

Julie Carroll, NYS IPM Program, Cornell University, [jec3@cornell.edu](mailto:jec3@cornell.edu), 315-787-2430

Laura McDermott, Eastern NY Horticulture Program, Cornell Cooperative Extension, [lqm4@cornell.edu](mailto:lqm4@cornell.edu), 518-746-2562

Anne Nielsen, Dept. of Entomology, Rutgers University, [nielsen@aesop.rutgers.edu](mailto:nielsen@aesop.rutgers.edu), 856-455-3100 Ext. 4110

### New Weapons on the Way to Battle Wicked Weeds

**Sept. 8, 2013.** Indianapolis— A somber picture of the struggle against super-weeds emerged here today as scientists described the relentless spread of herbicide-resistant menaces like pigweed and horseweed that shrug off powerful herbicides and have forced farmers in some areas to return to the hand-held hoes that were a mainstay of weed control a century ago.

The reports on herbicide resistance and its challenges, and how modern agriculture is coping, were part of a symposium on the topic at the 246<sup>th</sup> National Meeting & Exposition of the American Chemical Society (ACS), the world's largest scientific society. The meeting with almost 7,000 scientific and other reports continues through Thursday in the Indiana Convention Center and downtown hotels. Abstracts of the symposium presentations appear below.

Costs of weed control have doubled or more in some areas and crop yields have suffered, according to experts.

"The problems associated with herbicide-resistant weeds are spreading and intensifying, especially weed species resistant to multiple products, including the mainstay of 21<sup>st</sup> century agriculture, the herbicide glyphosate," said Bryan Young, Ph.D., who spoke at the symposium. He is with Southern Illinois University in Carbondale.

## FOCUS ON PEST MANAGEMENT *(continued)*

“More than 200 individual weed species have been confirmed resistant to at least a single herbicide, with infestations covering millions of acres in the United States and 60 other countries. It is spreading beyond soybeans and cotton. Weed management in corn has become more and more difficult in recent years due to herbicide-resistant weeds.”

Farmers, he pointed out, are not battling the mild-mannered dandelion or snow thistle that home gardeners visualize at the mention of “weed.” Rather, the battle involves nightmares like Palmer amaranth pigweed, which has been termed the master blueprint for the perfect weed. Under good conditions, Palmer amaranth grows an inch or more a day to heights approaching 10 feet with a stem tough enough to damage farm equipment. It crowds out crops and drains moisture and nutrients from the soil. Resistant plants thrive despite multiple soakings with glyphosate, and a single plant may produce almost 1 million seeds to perpetuate the menace.

Young said that growers are responding to such challenges by integrating alternative herbicides into their weed control programs, herbicides that work a different way and thus sidestep the resistance. They also are turning to herbicides that have residual activity in the soil, preventing weed seeds from growing into a new generation of weeds. When those measures fail, farmers are turning to cover crops to block weed growth and tilling the soil to kill emerged weeds and/or bury viable seeds deep below the soil surface.

Herbicides, however, remain the most effective tools for managing weeds in terms of overall control and for cost efficiency, Young



*Waterhemp, horseweed and Palmer amaranth, the three most troublesome herbicide-resistant weeds, line up left to right. Credit: Bryan Young, Ph.D.*

emphasized. They have other benefits, such as reducing the need for plowing and other soil tillage — which is costly in terms of energy use and may contribute to soil erosion. And a number of products are on the way to help. They include new herbicide formulations that work in ways that sidestep the resistance mechanisms in today’s weeds. And they include crop seeds with genetic traits that enable farmers to apply herbicides to their fields without harming the crops.

“We must remember that herbicides or herbicide-resistant crop traits don’t create herbicide-resistant weeds,” Young said. “Rather, the use and management of these technologies to gain control of weeds by practitioners determines the risk of herbicide-resistant weeds evolving. We need to be better stewards of herbicides to reduce the impact of herbicide-

resistant weed species.”

*This research was presented at a meeting of the American Chemical Society held September 8-12 in Indianapolis, Indiana.*

[The American Chemical Society](#) is a nonprofit organization chartered by the U.S. Congress. With more than 163,000 members, ACS is the world’s largest scientific society and a global leader in providing access to chemistry-related research through its multiple databases, peer-reviewed journals and scientific conferences. Its main offices are in Washington, D.C., and Columbus, Ohio.

## FOCUS ON PEST MANAGEMENT *(continued)*

### Isagro USA Announces U.S. EPA Registration of DOMINUS™ Soil Biofumigant

Sept. 30, 2013. Morrisville, N.C.—

Isagro USA has received approval from the U.S. Environmental Protection Agency for DOMINUS™, a biopesticide and pre-plant soil treatment. DOMINUS™ is a broad-spectrum product that controls soil-borne fungi, nematodes, weeds and insects.

DOMINUS™ is registered as a biopesticide, a pesticide based on natural materials, and is the first biofumigant created for use on both conventional and organic farms.

DOMINUS™ has been submitted to the U.S. Department of Agriculture for addition to the National Organic Program's list of approved substances for organic crop production. The company expects NOP approval by 2015.

DOMINUS™ is based on Isagro's patented technology and contains the active ingredient allyl isothiocyanate (AITC), a compound created as a natural defense by plants (from glucosinolate and myrosinase interaction) and known commonly as oil of mustard.

AITC was first registered by the EPA in 1962 and has been in continuous use in a variety of products including pesticides for more than 50 years. Oil of mustard is also a flavoring agent and is approved by the U.S. Food and Drug Administration and listed as Generally Regarded as Safe (GRAS).

"DOMINUS™ is effective and versatile and will be a welcome addition to the growers' crop protection tools," said Alessandro

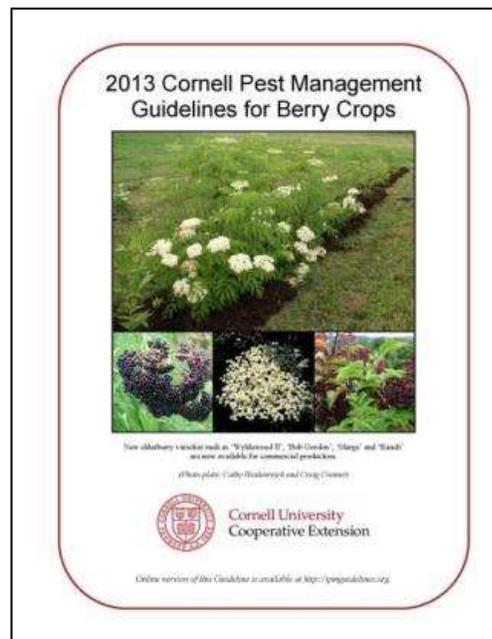
Mariani, Isagro USA President. "We are very proud to deliver DOMINUS as the first product fully developed by our USA team, capable of addressing many of the challenges facing growers today."

Because DOMINUS™ is a biopesticide based on natural plant defenses, it is considered to be inherently less toxic and therefore allows for greater ease of use than conventional fumigants. DOMINUS is applied using conventional equipment and can be applied with tractor mounted shank injection or diluted in drip injection equipment.

"DOMINUS™ gives greater control back into the hands of the grower," said Mike Allan, Global Product Manager for DOMINUS. "DOMINUS is a 96% active ingredient formulation delivering consistent control of many pests, including weed seeds, nematodes and soil-borne diseases while improving crop yield and quality."

Since 2009 DOMINUS™ has undergone rigorous testing in conjunction with university researchers primarily in California, North Carolina, Florida and Georgia; USDA-ARS and private contractors in the United States, Italy and Spain.

"DOMINUS™ is an environmentally-favorable compound with a short half-life in the soil of 20 - 60 hours; leaves no residue in the soil prior to planting; and degrades rapidly if exposed to sunlight," Allan said. Isagro USA intends to submit DOMINUS for



**Berry Diagnostic Tool**



**PIMS  
Product, Ingredient, and  
Manufacturer System**

## FARM SAFETY

### Farmers: It's Time to Conduct an Over-The-Road Safety Checkup of Your Harvest Equipment

- Bruce MacKellar, Michigan State University Extension

*Pre-harvest checkups of tractor, wagon and combine lights, SMV signs and reflectors are important.*

**September 17, 2013.** Now is an excellent time to check the lights and reflectors and SMV stickers on your harvest equipment as we prepare for fall harvest operations.

One of the easiest and cost-effective things you can do to improve over-the-road safety is to check the reflectiveness of the slow moving vehicle (SMV) stickers and signs on your equipment. SMV signs fade with exposure to weather and age. The good news is that it is easy to renew the life of any SMV sign by adding a new sticker on top of the old one, and while you are at it, consider adding reflective tape to your wagons, trailers and other equipment. Reflective tape and fluorescent sticks can be added at the widest point of the implement, where practical, to help show the width of the equipment to passing motorists. While lights are the best way to warn approaching motorists that equipment is on the roadway, the beauty of the reflective tape is that it remains very visible if the lighting system fails. The SMV sticker is very important because it **should** tell motorist that a farm vehicle is ahead that is not capable of maintaining speeds greater than 25 MPH.

For on-coming traffic, the configuration of lighting on farm

equipment can be confusing and sometimes blinding. Much of the newer equipment has yellow or orange rotating lights and reflectors incorporated in the warning system to help motorists recognize that a large piece of equipment is ahead. After-market strobes and reflectors can be added in similar configurations to older equipment to help increase recognition and visibility. In your pre-harvest maintenance checks, test all the lights to make sure they work and are aimed properly. Bulbs, wiring and fuses or circuit breakers can be issues on older equipment. Check both the "high" and "low" beam lights for proper operation. (In older equipment, this may be all the lights versus the forward two headlights and red tail light.) This can substantially reduce the potential for blinding on-coming traffic.

Newer technology has continued to become more affordable for agricultural equipment. Many growers have incorporated aftermarket components to help improve efficiency and safety. Combines are one of the hardest implements to operate safely on a public roadway because of their size and limited operator visibility. Tractors with grain carts are also very difficult to see behind. There is an increasing variety of rear-facing cameras with in-cab monitors available to allow operators to see behind and around equipment. Very good quality agricultural grade camera systems are available for \$900 to \$1,000. They can greatly improve operator visibility compared to conventional mirrors. Many growers have opted to install multiple camera

systems to make the combine unloading and bin fill level monitoring easier to do in addition to improving over the road safety.

Wagon safety check: Wheel bearing failure and tire blowouts are common problems that occur with gravity wagons. Completing a quick check of the wheel bearings for "play" and smooth operation and observing the tires for wear and weather checking can save both time and bucket loads of frustration if you end up having to fix one of these problems in the field or along the side of the road. Also, make sure that your gravity wagons have safety chains of adequate strength to keep your load with the tractor in the case of a hitch failure. Welded links often loose strength, so safety chain should be connected to the implement hitch or frame with the correct size connecting link.

Improving the visibility of your harvest equipment when it is travelling on public roadways is a simple and cost-effective way to improve safety. Rear-view cameras and monitors can help you to see following traffic and can make turning into fields much less risky when moving combines and grain carts. A simple pre-harvest check of wheel bearings and tires on gravity wagons can greatly reduce the chance of having to do a risky repair job with a loaded wagon on the side of the road or in the field.



## 2013 STRAWBERRY TRIAL RESULTS - Mike Roegge, University of Illinois

A trial to compare matted row strawberry varieties was initiated May 11, 2012, with the planting of 8 different matted row strawberries at the land lab at John Wood Community College in Quincy, IL.

Varieties included: Galletta, AC Wendy, Earliglow, Honeoye, Daroyal, Darselect, Donna, and Jewel. The objective was to compare standard early (Earliglow), mid (Honeoye) and late (Jewel) season varieties with newer varieties.

Standard tillage and fertility practices for matted row strawberry production were followed, and bare root dormant plants were set on May 11. Plants were spaced 18" apart in rows 4' apart with a row length of 20'. There were 4 replications.

During the course of the summer of 2012, standard practices were followed: flowers were removed, weed control was used (herbicides as well as hand weeding), and trickle irrigation was provided when necessary throughout the summer. At the end of November straw was spread.

Straw was removed on April 9, 2013, and a Captan/Topsin fungicide program was followed at regular intervals. A cooler-than-normal spring followed, and harvest did not begin until June 6. A 6-foot length of row was harvested, and yields were extrapolated to a per-acre basis.

Yields for early-season varieties were:

Variety	Yield/acre (lbs)
Galletta	16,219
AC Wendy	21,420
Earliglow	16,074

Yields for mid-season varieties were:

Variety	Yield/acre (lbs)
Honeoye	22,436
Daroyal	19,341

Yields for late-season varieties were:

Variety	Yield/acre (lbs)
Darselect	27,972
Donna	17,635
Jewel	24,932

The cool spring delayed straw removal as well as first harvest. The harvest season was somewhat short, with the first picking of the early-maturity berries on June 6, and the last picking of the late season varieties occurring on June 27.

Six foot of row was harvested, and the plants were picked very clean, much cleaner than commercial operations would have allowed for in some instances (the last two

pickings of the early maturity varieties required 80-100 berries to fill a quart box). Very little disease or insect pressure was noted. After the final picking, renovation included fertilizing and tilling to narrow the beds. Trickle irrigation was used as necessary throughout the summer.

More detailed information on results is available at: [http://web.extension.illinois.edu/abhps/cat88\\_4076.html](http://web.extension.illinois.edu/abhps/cat88_4076.html).

Thanks to Nourse Farms for plant supplies and to John Wood Community College for the land.

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### **Isagro**

*(continued from page 16)*

approval in all states.

DOMINUS™ will be available for use as individual states approve the product.



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## NEW YORK BERRY NEWS

New York Berry News (NYBN) is a monthly commercial berry production newsletter provided by Cornell berry team members. It is designed to help promote and strengthen commercial berry crop production in New York State. NYBN is available free of charge in pdf format at:

<http://www.fruit.cornell.edu/nybn/> .

Visit the NYBN web site to view back issues or to subscribe to monthly e-mail notices with table of contents and a link to the most current issue.

### *The Cornell Berry Team...*

More on individual team members and their areas of expertise may be found at: <http://www.fruit.cornell.edu/berry/berryteam.htm>.

### Questions or comments about the New York Berry News?

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*Editor's Note: We are happy to have you reprint from the NY Berry News. Please cite the source when reprinting. In addition, we request you send a courtesy [e-mail](#) indicating the NYBN volume, issue, and title, and reference citation for the reprint. Thank you.*

**\*Cornell University provides equal program and employment opportunity.**

## Upcoming Events

**December 3-6, 2013** – *Joint North Carolina Strawberry Growers Association and North American Strawberry Growers Association Conference*, Sheraton Imperial Hotel, Durham, North Carolina. For more information, email [info@ncstrawberry.com](mailto:info@ncstrawberry.com), call 919-542-4037, or visit [www.ncstrawberry.com](http://www.ncstrawberry.com).

**December 10-12, 2013.** *Great Lakes Fruit, Vegetable and Farm Market EXPO and Michigan Greenhouse Growers Expo*. More information: <http://www.glexpo.com/>.

**December 17-19, 2013.** *New England Vegetable and Fruit Conference*. More Information: <http://www.newenglandvfc.org/>.

**January 21-23, 2014.** *Empire State Producers EXPO*. Save the dates! More information forthcoming.

**January 28-30, 2014.** *Mid-Atlantic Fruit and Vegetable Convention and North American Raspberry and Blackberry Growers Association Annual Meeting*, Hershey, PA. More information: <http://www.raspberrylblackberry.com/>.

**June 18-25, 2015** – *11th International Rubus & Ribes Symposium*, in Asheville, NC, June 21-25, with preconference tour to farms and research sites June 18-20. More info to come. If you are interested in being a sponsor of this event, contact [gina\\_fernandez@ncsu.edu](mailto:gina_fernandez@ncsu.edu).