RUTGERS COOPERATIVE EXTENSION AT THE NEW JERSEY AGRICULTURAL EXPERIMENT STATION

PLANT & PEST ADVISORY

CRANBERRY EDITION $1.50 JULY 31, 2003

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Leasing Birding Rights: A New Form of Agritourism for NJ

Russell Blair, Cape May County Agricultural Agent

Many growers invite visitors onto their property in order to attract business to their farms. The growers provide an activity or education for the guests in exchange for business, through a form of marketing that has come to be called "agritourism". There are many forms of agritourism, including corn mazes, hay rides, choose and cut Christmas tree farms, U-pick operations, wineries/wine tastings, petting zoos, community supported agriculture (CSAs), horse riding, farm based B&Bs, etc.

Recently, farmers in New Jersey have begun a new form of agritourism developed for the birding industry. For several years, farmers have "leased birding rights" of their fields to the New Jersey Audubon Society. The NJ Audubon Society rents the margins of the fields (mostly the equipment drive rows) in order for their members to enjoy the birds attracted to the properties. The farmer still uses the fields for cropping, and visitors are encouraged to purchase farm products from the retail market located on the farm.

New Jersey has a nationally recognized habitat for migratory birds. Areas of South Jersey near Cape May and the Delaware Bayshore are especially sought after for the birds that congregate there. For example, over 400 species of birds can be found along the Delaware Bayshore during migration. Over 100,000 people visit Cape May County annually to witness these birds. Birders add an estimated $31 million dollars into the economy of Cape May County each year.

◆ **Rules for Birding on the Farm** - It is important to post guidelines at the entrance of the field for guests on the farm for birding. Growers should consult legal advice for notices that should be posted for visitors. Examples of rules for guests on the farm:

- Access is permitted for birding and bird photography only.
- Access is limited to area defined by a posted map.
- Pesticides are routinely applied to fields and crops. Stay out of fields when signs are posted.
- Never walk across plowed fields. Walk along the edges of fields only.

◆ **Fees -** Leasing of birding rights to a non-profit organization so that their members can use a small portion of the property takes care of the need to charge a fee for each individual user. The farmer deals with the

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2003 Cranberry Growers Annual Summer Meeting

Ray Samulis, Burlington County Agricultural Agent

All cranberry growers are invited to this year's annual summer meeting which is set for Thursday August 28, 2003. The planning meeting tried to establish an agenda that would issue growers the maximum amount of core credits to assure keeping their pesticide licenses active. At this time we do not know the exact number of credits, however we expect them to be substantial for both core and category credits. Our own resident mechanical wizard (and cranberry grower), Abbott Lee will lead a presentation on the important points of chemigation. We will have timely topics on insects, diseases, and weeds form our extension specialists Drs. Polavarapu, Oudemans, Majek, and. Dr Marty Starr from the Cranberry Institute will report on the current cranberry and health issues. The program will be rounded off with me and Dr. George Hamilton giving presentations on the use of pesticide safety equipment and a legislative update.

The program will begin with registration at 8:00 am at Lee brothers Farm on Route 563. After the chemigation presentation by Abbott, we will move to the Marucci Research center for the remainder of the program and lunch. This program has a long history of providing timely, useful information to the cranberry growers and I expect this year to be no different. Those who come to the program can expect good conversation, discussion, good food, and *an outstanding* number of pesticide credits. See *you all* there. ❑

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organization rather than each birder. In a previous study, only 4% of growers involved in agritourism actually charge an "admission fee"[1]. The activity is provided by the farm in order to attract visitors to the farm retail store (farm market, pick-you-own operation, etc.). In some cases, liability might be reduced by not charging admission, but growers should consult additional legal advice on this important matter. Owners are still required for maintaining a safe environment for visitors at all times.

◆ **Site Preparation** - Several site considerations need to be addressed in order to accommodate bird watchers to your farm. For example, walking trails will need to be enhanced. In many cases, equipment drive rows along the margins of the fields make for adequate walking trails, but the drive rows may need to be improved.

Parking will be necessary. Growers may need to consult with local zoning ordinances on parking requirements. This issue is currently being examined by the SADC through Right-to-Farm requirements.

Growers will need to have a place for visitors to obtain information. An information kiosk for guests is necessary in order to post rules and regulations for those visiting the farm.

There are other considerations to keep in mind when adding any agritourism component to your farm. Some major areas of concerns for growers are[1]:

1. **Liability and insurance** - The single most important aspect to agritourism is having enough protection for your business when inviting people onto your property. Protecting your business may include purchasing adequate insurance, regularly making any needed repairs to your property, performing a risk analysis of the business, turning the business into a limited liability partnership or corporation, having visitors sign a disclaimer, posting hazard signs, or carefully monitoring visitors' activities.

There are many ways to protect your business, and growers need to consult legal advice from an attorney as well as from an insurance representative from the start.

2. **Costs of marketing and promotion** - Small fortunes can be spent on ineffective advertising to local markets. Unfortunately, the most cost-effective form of advertising in your area will most likely be learned from trial and error.
3. **Labor** - Finding good labor that is accustomed to working in retail business speaks for itself.

For more information, contact Russell Blair, Agricultural Agent at Rutgers Cooperative Extension of Cape May County at 609-465-5115.

[1]Kuehn, D., and D. Hilchey. 2000. Agritourism in New York: Management and Operations. New York Sea Grant. ❑

Bluntnosed Leafhopper: Alive and Well in New Jersey

Sridhar Polavarapu, Ph.D., Specialist in Entomology

Last week Dan Schiffhauer and I observed a cranberry bog with extremely high populations of **Bluntnosed Leafhoppers** (*Limitettix vaccinii*). Uprights exhibiting classic symptoms of the **false blossom disease** were also found quite readily on this bog. False blossom disease is caused by a phytoplasma, vectored primarily by the bluntnosed leafhopper. As the name implies, uprights affected by the false blossom disease fail to produce flowers and instead carry structures resembling flowers. The only method currently available to manage this disease is by managing the primary vector (bluntnosed leafhopper) of the false blossom phytoplasma.

Bluntnosed leafhoppers complete one generation each year. This insect overwinters as eggs. Eggs begin to hatch beginning the third week of May and continue to hatch until mid-June. The young leafhoppers, called nymphs, are wingless and therefore have very limited mobility. The nymphs molt five times, before becoming winged adults. The adults begin to appear early July and are generally abundant by late July. The adults are about 1/8 inch long and have a very characteristic blunt head. They vary in color from light yellowish-gray to dark brown. Adults insert eggs under the bark of tender cranberry stems. Most eggs are laid in late July and early August. In addition to cranberry, this insect also feeds on leatherleaf, dwarf huckleberry, and fetterbush.

The bluntnosed leafhopper populations have been effectively eliminated from cranberry bogs over the years with the use of organophosphate insecticides. However, with the advent of new selective insecticides coupled with a reduction in the number of organophosphate applications as a result of wide-scale adoption of IPM practices may contribute to an increase in bluntnosed leafhopper populations. It is perhaps necessary that we use a broad-spectrum organophosphate application every second or third year during late May or in July as part of post-pollination pest management to minimize the outbreaks of pests such as bluntnosed leafhoppers. We are also evaluating several neonicotinoid insecticides that can be used to manage bluntnosed leafhoppers and **caterpillars** (**fruitworms** and **fireworms**) during bloom and post-bloom periods. In the meantime, stay vigilant and use effective organophosphate controls such as Diazinon and Lorsban for managing bluntnosed leafhopper populations where necessary. ❑

Monitoring Blossom Worm Populations with Sex Pheromone Lures

Sridhar Polavarapu, Ph.D., Specialist in Entomology

The sex pheromone components of **Blossom worm** have recently been identified and field tested during the 2002 season. For the first time ever, we have a tool for monitoring the adult phenology of Blossom worm.

We are inviting growers who are interested in monitoring the adult populations to contact me in the next couple of weeks so that we can make the pheromone lures for you. These lures will be provided at no cost on a first-come first-served basis. We recommend the use of Pherocon 1C (wing traps) sticky trap for monitoring Blossomworm. We are hoping that the pheromone trap captures in September can be used to predict larval populations in the following spring. In the minimum, trap catches should be helpful in identifying areas that require additional attention for night scouting.

You can purchase Pherocon 1C traps from the following suppliers.

Gemplers
100 Countryside Drive
P. O. Box 270
Belleville, WI 53508
Tel: 1-800-382-8473
Fax: 1-800-551-1128

Great Lakes IPM
10220 Church Road NE
Vestaburg, MI 48891
Tel: 517-268-5693
Fax: 517-268-5311

Stinger 3A for Composite and Legume Weed Control in Cranberries

Bradley A. Majek, Ph.D., Specialist in Weed Science

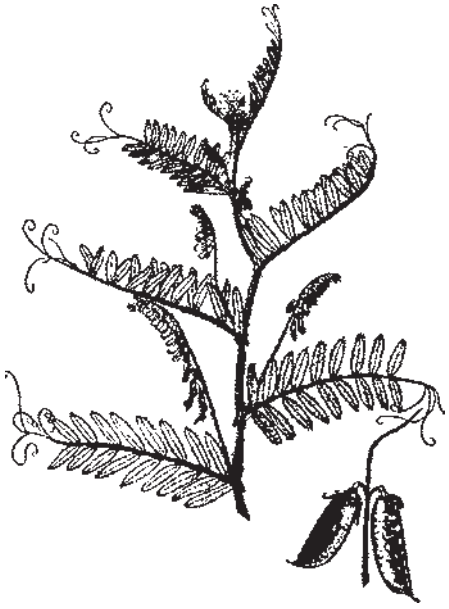
A 24(c) Special Local Need label is available for the use of Stinger 3A for the control of composite and legume weeds in cranberries. Composite weeds include annuals such as **ragweed**, **fireweed (American burn weed)**, and **beggars ticks (pitchforks)**, and perennials such as **asters** species, **goldenrod** species, and **Canada thistle**. Legume weeds include annuals such as **vetch** species, and perennials such as **wild bean** and **clover** species. Stinger 3A should be applied as a single or split application by a ground driven boom sprayer calibrated to deliver between 20 and 50 gallons per acre. Application should be made after wild bean emergence, but not within 50 days of harvest.

Apply Stinger 3A at the rate of 2.66 to 8.0 fluid ounces of product per acre (0.0625 to 0.188 lb ai/acre) when a single application is planned. When more than one application is sprayed, do not exceed 1 pint of Stinger per acre (0.375 lb ai /acre) per year. Cranberries are more sensitive to Stinger before bloom. Use the lower rate of 2.66 fluid ounces per acre of Stinger 3A when applications are made in the spring before bloom and the period of rapid shoot growth in late May and June. Use the higher rate of 5.33 fluid ounces per acre of Stinger 3A for most weed problems when applications are made in the summer after bloom. Apply the highest labeled rate of 8.0 fluid ounces per acre to control heavy **aster**, **goldenrod**, or **Canada thistle** infestations. Applications in late July and August must be made with attention to the projected harvest date to maintain the 50-day preharvest interval (PHI).

Stinger is a residual herbicide. The Stinger rate per acre cannot be controlled when applying spot treatments "sprayed to wet". This type of application may result in moderate or severe crop injury, therefore *spot treatments "sprayed to wet" are NOT recommended.*

Obtain a copy of the label from the labels page on the Rutgers Cooperative Extension web site at: http://www.rce.rutgers.edu/labels or from your county agricultural agent or farm supply dealer. *Fill out, sign, and mail the Waiver of Liability Certificate.* Read and follow all *Specific Use Restrictions* on the label. ❑

Editor's Note: This is the last issue of the Cranberry edition of the Plant & Pest Advisory for the 2003 season. Thank you for subscribing.



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