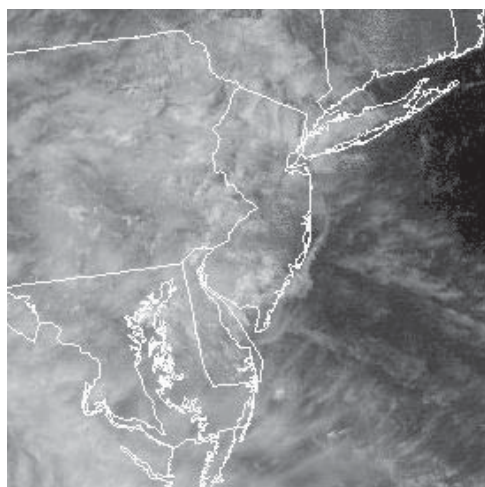


PLANT & PEST ADVISORY

FRUIT EDITION \$1.50

SEPTEMBER 14, 2004



Source: Rutgers Weather Center at <http://www.wx.rutgers.edu>

INSIDE

Pesticides and Storms	1
Marketing Matters	2
Raspberry Fall Checklist	3
Strawberry Update	3
Plum Pox Survey 2004	3
Farm Transfer Website	4
Apple Maturity Update for North-Central NJ	4
Calendar of Events	5

Pesticides and Storms

What to do About Your Pesticides Before a Storm

R.G. Bellinger, Extension Pesticide Coordinator, Dept. of Entomology, Soils, & Plant Sciences, Clemson University

Reprinted from Pesticide Information Program Information Sheet PIP-41, Sept 2004, Clemson University Cooperative Extension Service.

Hurricanes and similar storms, including flooding and tornadic winds, can wreak havoc with agricultural operations. In addition to the disastrous effects that spring to mind, such severe weather events can cause both dollar loss and environmental pollution with respect to agricultural chemicals. Fertilizers, pesticides, solvents, fuels, etc. can be contaminated, physically lost, or contaminate the surrounding environment and environments "downstream" of chemical storage and use areas.

If the time comes, you need to have a plan ready and know when to implement it. Here is some guidance that can be applied to any situations where pesticides and other chemicals are used and stored, e.g. farms, golf courses, mosquito control operations, nurseries, greenhouse operations, pest control firms, etc.

- **Be aware** of weather predictions on the morning, noon and evening news casts.
- **Do not delay** action. You need to take action EARLY to prepare for the potential of the hurricane now on the weather screen. And remember, others can follow.
- **Do an INVENTORY** of what pesticides and other chemicals you have on hand. Such an inventory will be useful for insurance purposes, or in the event of necessary pesticide or chemical clean ups. Include product and active ingredient names, and container sizes in your inventory. Receipts for the purchase of these materials are useful for this, or in some cases may suffice themselves.
- **Do the inventory NOW**, before you take other measures. Put the inventory in a safe location. In the case of large scale storms or flooding, it may be useful to make a copy of your inventory and mail or fax it to a friend or business associate who lives outside of the potentially affected area.
- **Do you know** where your INSURANCE policy is? Do you know exactly what kind of coverage you have? Does it cover your chemical inventory or the damage it could cause? Find out NOW. If you need to know later, your insurance agent may be very busy.

SEE PESTICIDES AND STORMS ON PAGE 2

PESTICIDES AND STORMS FROM PAGE 1

- **Consider not using** or making applications of agricultural chemicals, or at least holding off, until the potential of impending severe weather is resolved.
- **Delay purchase** or delivery of additional chemicals to your operation until after any impending storm risk is past. If you have any such deliveries scheduled for the coming week you may want to cancel them.
- **Secure all** of your chemicals. This includes fertilizers, pesticides, solvents, fuels, etc. Close and secure container lids, move containers and application equipment to the most secure location. Raise chemicals from the floor or cover materials that could be damaged by water. Do what you can to protect product labels and labeling. Doors, windows and other points of access to storage locations should be secured and locked. If you are going to board up windows on your house, do the same for pesticide and other chemical storage areas. Don't leave chemicals in vehicles, or in application equipment.
- **As you prepare** for a storm, as you hurry to put lots of things into secure locations, be sure all of these items are compatible. Don't, for instance, put pesticides and fuels in the same building with animals, or animal feeds.
- **NOW is the time** to read the storage and spill containment sections of your MSDSs. Round up your pesticide and other chemical MSDSs and put these in a secure location. And if you have not done so, provide local emergency first responders with a copy of these, along with a copy of your chemical inventory.
- **Secure your personal** protective equipment. You may need it as part of your own cleanup operations after the storm.
- **Be sure** that your buildings will stay where they are as much as possible! Are the roofs tied into the building? Can you tie down small storage buildings and storage tanks?
- **If you leave** your location during a severe weather event, be sure that buildings that store pesticides and other chemicals are well signed.
- **Have on hand** all emergency phone numbers you need.
- **Consult your chemical** dealer and insurance agent for additional suggestions, but do it soon.
- **Sit down NOW** and think about what you need to do to prepare for a storm. Think about what kinds of things you will need and may need to do after a storm. Write it all down. Get family members and others in your operation to help with this. They may need to help later.
- **You may also** want to read the publication "Storm-Damaged Agrichemical Facilities" (University of Florida) available on the web at: http://edis.ifas.ufl.edu/scripts/htmlgen.exe?DOCUMENT_PI007. This fact sheet provides guidelines useful for persons or organizations needing to secure pesticides and other agricultural chemicals that have been subjected to severe storm conditions.

Submitted by Rick VanVranken, Agricultural Agent. □

Marketing Matters

Rick VanVranken, Agricultural Agent

During a recent stop at a local convenience store, I overheard the following conversation between two employees working at the deli counter. Having specific directions in front of him, a young man was asking if the amount of meat to put in a sandwich was correct. The answer from his co-worker struck a chord.

"Make it look full," she replied. "It's all in the presentation. If it looks full, people will stop and buy it. If it doesn't, they'll pass it and look for something else."

It's all in the presentation. I don't know if this was company training or personal experience coming from the wiser employee, but she made the point, loud and clear. My daughters coach an equestrian gymnastics team and the younger one was with me hearing the same exchange.

"Wow—I'm going to tell that story to the team! Most of them can perform all the moves correctly, but they get points off because of they don't smile and look at the judges. It's all in the presentation...if it looks full, the judges will buy it!"

It is all in the presentation. People buy with their eyes. Bright colors, attractive, well-lit and full-to-overflowing displays, clean stores and a friendly smile all make consumers want to buy, and even better, come back and buy again. Don't let your customers pass by your product, whether it's a truckload on the wholesale market or an ear of corn on your farm stand.

How is your presentation? Full, I hope. □

Raspberry Fall Checklist

Adapted from Sonia Schloemann, UMass Extension and reprinted from Vermont Vegetable and Berry News, September 15, 2004, University of Vermont Extension www.uvm.edu/vtvegandberry.

Encourage hardening off of canes in summer bearing varieties by avoiding nitrogen fertilizers. Do not remove spent floricanes until later in the winter unless they are significantly infected with disease. Based on soil and tissue test results, apply non-nitrogen containing fertilizers and lime as needed. For example, Sul-Po-Mag or Epsom Salts can be applied now so that fall rains can help wash it into the root zone for the plants. Do a weed survey and map of problem areas, so that you can use this information to develop an effective management strategy.

Fall bearing raspberries can suffer fruit rot problems due to increased moisture present in the planting. Frequent harvesting and cull harvesting are the best practices. Thinning canes in dense plantings can also help. Now is the time to check plantings for **crown borers**. Adults of this pest look like a very large yellow jacket, but it is actually a moth. They are active in the field in August and September laying eggs. Scout the fields for crown borer damage by looking for wilting canes. This symptom can also indicate **Phytophthora root rot**, so when you find a plant with a wilting cane (or two), dig up the plant and check the roots for brick red discoloration in the core of the roots (phytophthora) or the presence of a crown borer larvae in the crown. Rogue out infested crowns and eliminate wild bramble near the planting, since they will harbor more of this pest. □

Strawberry Update

Pete Probasco, Agricultural Agent

When planting strawberry plugs on plastic be sure not to plant them too deep. Plugs should be planted at soil level so some of the plug is visible. **Root rot** can develop on plugs that are planted too deep. Plugs planted in the Rutgers mix (50% vermiculite) rooted fine in our greenhouses and screen houses this summer. This mix dries out faster than a normal mix and roots develop faster. If you don't develop a good root system on your plug then the mix may not dry out properly. Make a Ridomil Gold application after transplanting through the drip to control **Phytophthora** diseases. Later in the month spray for **leaf spot** diseases. □

Plum Pox Survey 2004

*Linda Schepers, Division of Plant Industry, NJ Department of Agriculture
linda.schepers@aphis.usda.gov*

Bi-Weekly Sampling Results, Week Ending: September 3, 2004

STATE: New Jersey

Date Sampling Began	Date Sampling Completed	Laboratory Doing The Analysis	Cumulative Total of Field Samples Collected*	Cumulative Total of Lab Samples Processed*	Sampling Results
5/10/04	7/9/04	NJDA	5,951	23,800	negative
7/2/04	8/20/04	NJDA	3,254	10,252	negative

* 1 quadrat field sample contains 4 lab samples per USDA sampling protocol.

* 1 quadrat fruit sample contains 4 lab samples.

Submitted by Jerome L. Frecon, Agricultural Agent. □

Farm Transfer Website

Sharon A. DeVaney, Associate Professor, Department of Consumer Sciences and Retailing, Purdue University, West Lafayette, Indiana

Excerpted from *Journal of Extension*, August 2004, Vol. 42, No. 4.

As farm operators age, the question of farm transfer surfaces. Farm operators know they need to discuss the transfer with family members, but some families find it difficult to communicate because there are several issues that must be considered.

To help families deal with sensitive issues about farm transfer, I developed a web site, Who Will Get Grandpa's Farm <http://www2.ces.purdue.edu/farmtransfer>, about communication strategies. The setting for the web site is a farm near Delphi, Indiana. The communication strategies are: direct control, indirect control, and no control.

The Web site includes six scenes where family members talk about issues related to farm transfer. The farmer talks to his father, spouse, son, and a brother. In each scene, the dialogue includes the three types of control strategies. The web site provides the scenes as text that can be read or as video clips. After users view the scenes, there is an interactive quiz to help users distinguish between direct control, indirect control, and no control.

Influence of Attitude, Preparation, Timing, and Behavior

Users are also introduced to the influence of attitude, preparation, timing, and behavior on the communication between family members. For example, the farmer is advised to think about his brother's feelings when he talks to him about farm transfer. Although the brother, who lives off the farm, may have been uninterested in the operation of the farm, he may be more willing to help his on-farm brother talk to the parents when he realizes that his parents won't live forever.

FARM TRANSFER ON PAGE 5

Apple Maturity Update for North-Central New Jersey

Win Cowgill, Agricultural Agent, and Meredith Compton, North Jersey IPM Program Associate

Apple maturity has slowed down this week with significantly lower average daily temperatures. Fruit samples from Mercer County to northern Warren County are very consistent; usually there is a bigger spread in maturity indices. Cool night temperatures have aided in excellent red color development.

All fruit was collected on 9/13 and tested on 9/13.

Several growers have asked for a bit of information on what the numbers mean in our brix and starch iodine tests. The SI is a measure of how much starch has converted to sugar. The lower the number the more "immature" the fruit is. The higher the number the more "mature" the fruit is. We like to have an SI of between 5-6 to harvest for retail sales. Brix is a measure of sugar content of fruit. A brix of at least 12 percent should be present for acceptable eating quality.

McIntosh

Growers in Central and Northern Jersey have completed Macintosh harvest for the most part with the exception of some ReTained blocks. Macintosh harvest is well underway throughout New England and the Champlain Valley.

HoneyCrisp

Honeycrisp has been harvested in central and North Jersey with excellent red color and harvest in the Hudson Valley is well underway as well.

Cortland is an apple that has increased in popularity with newer strains being highly colored. Cortland is usually picked one week after Macs (remember Macs can be picked over 3 weeks if stop drop is used. Normally around mid September at the Rutgers Snyder farm. They do not starch test well but SI testing can be used as guideline. For Cortland target a starch of 5-6.

Jonagold

Hunterdon-Snyder	Date	Retain	Pressure	Brix	Starch
Jonagold	9/13	No	16	15	5
Warren-Blairstown	Date	Retain	Pressure	Brix	Starch
Jonagold	9/13	No	17	13	3.2
Warren-Hope	Date	Retain	Pressure	Brix	Starch
Jonagold	9/13	No	17	12	4
Macoun					
Mercer-Princeton	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	?	16	11	2
Hunterdon-Oldwick	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	Yes	15	12	3
Hunterdon-Pittstown	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	No	15	11	2
Warren-Hackettstown	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	no	18.5	11.5	2
Warren-Hope	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	no	16	12	2.3
Warren-Hope	Date	Retain	Pressure	Brix	Starch
Macoun	9/13	no	15	11	3.6

SEE APPLE MATURITY ON PAGE 5

APPLE MATURITY FROM PAGE 4

Empire-Was not ready for retail sale type harvest in any sample tested.

Mercer-Princeton	Date	Retain	Pressure	Brix	Starch
Empire	9/13	16	10	2.5	
Hunterdon-Snyder-Strain	Date	Retain	Pressure	Brix	Starch
Empire Thome	9/13	no	15	12	3.4
Hunterdon-Pittstown	Date	Retain	Pressure	Brix	Starch
Empire	9/13	no	16	11	2.6
Hunterdon-Oldwick	Date	Retain	Pressure	Brix	Starch
Empire	9/13	?	16	10	3
Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch
Empire	9/13	yes	17	11.5	2.7
Warren-Blairstown	Date	Retain	Pressure	Brix	Starch
Empire	9/13	no	16	11.5	3
Warren-Hackettstown	Date	Retain	Pressure	Brix	Starch
Empire	9/13	yes	17	10	2

Red Delicious- Was not ready for retail sale type harvest in any sample tested.

Mercer-Princeton	Date	Retain	Pressure	Brix	Starch
Red Delicious	9/13	?	16	10	3
Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch
Red Delicious	9/13	yes	17	10	2.2
Hunterdon-Snyder Farm	Date	Retain	Pressure	Brix	Starch
Red Delicious-Super Chief	9/13	no	17.8	11	2
Hunterdon-Oldwick	Date	Retain	Pressure	Brix	Starch
Red Delicious-	9/13	?	16	10	2.5
Hunterdon-Pittstown	Date	Retain	Pressure	Brix	Starch
Red Delicious-Red Chief	9/13	no	17	10	2.3
Warren-Blairstown	Date	Retain	Pressure	Brix	Starch
Red Delicious-	9/13	no	17.4	11	2.3
Warren-Hackettstown	Date	Retain	Pressure	Brix	Starch
Red Delicious-Red Chief	9/13	no	19	10	1.7
Warren-Hope	Date	Retain	Pressure	Brix	Starch
Red Delicious-Red Chief	9/13	yes	16.5	10	2.5

Golden Delicious

Hunterdon-Pittstown	Date	Retain	Pressure	Brix	Starch
Golden Delicious-Smothee	9/13	no	16	12	4
Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch
Golden Delicious	9/13	yes	19	12	3.3
Warren-Hope	Date	Retain	Pressure	Brix	Starch
Golden Delicious-Smothee	9/13	yes	18	13.5	3.3

Liberty

Hunterdon-Snyder-	Date	Retain	Pressure	Brix	Starch
Liberty	9/13	yes	17	12	2.3

Reminder: Retain® should be applied 28 days before anticipated harvest and with a 21 day Pre Harvest Interval (PHI). If blocks were not treated with Retain®, it is too late this season to apply except for October maturing apples such as Fuji, Stayman, Braeburn.

Note: This report takes approximately two days to prepare in collecting and testing samples and in preparation of the text and data. A note of thanks to all who make this report possible beginning with all the growers who participate, M. Compton who assists in obtaining fruit samples, J. Beyer who samples and tests some fruit and P. Black for assisting me with fruit testing. □

Calendar of Events

September 15, 2004 6 to 9 pm - 3rd Annual Farm Safety/Health Twilight Program, Hunter Family Farm, Cinnaminson, NJ. Contact: Donna at RCE of Burlington County at 609-265-5050.

September 23, 2004, 8:00 a.m. - 1:30 p.m. - Core Credit Day. Location: Rutgers Cooperative Extension of Atlantic County.-6260 Old Harding Hwy., Mays Landing, NJ. Contact: For registration and other information contact Jenny Carleo at RCE of Atlantic County at 609-625-0056.

October 14, 2004, 6:30 to 9:30 p.m. - Farms and Farmers in South Jersey: Planning for Agriculture in your Community. Location: Mid Atlantic Food System Education Center, Pennsville School District Office - 30 Church St., Pennsville, NJ. Contact: Jerry Frecon at RCE of Gloucester County at 856-307-6450, ext. 1 for more information.

FARM TRANSFER FROM PAGE 4

The site is available at <http://www2.ces.purdue.edu/farmtransfer>. It's free, and no password is needed. The National Endowment for Financial Education (NEFE) provided funding to develop the site, and USDA-CSREES helped fund the interviews with farm families that provided information for the site's development. □

FIRST CLASS
POSTAGE PAID
PERMIT #576
MILLTOWN, NJ 08850

PLANT & PEST ADVISORY FRUIT EDITION - CONTRIBUTORS

Rutgers Cooperative Extension Specialists and Program Associate

George Hamilton, Ph.D., Pest Management

Norman Lalancette, Ph.D., Plant Pathology

Peter W. Shearer, Ph.D., Entomology

Gail Lokaj, Program Associate in Pomology

NJAES/Cook College

Joseph Goffreda, Ph.D., Breeding

Rutgers Cooperative Extension Agricultural Agents
and Program Associates

Atlantic County, Gary C. Pavlis, Ph.D. (609-625-0056)

Gloucester County, Jerome L. Frecon (856-307-6450)

Hunterdon County, Winfred P. Cowgill, Jr. (908-788-1338)

Morris County, Peter J. Nitzsche (973-285-8300)

Warren County, William H. Tietjen (908-475-6505)

Fruit IPM, Dean Polk (609-758-7311)

Meredith Compton, Program Associate (908-788-1338)

Gene Rizio, Program Associate (856-566-2900)

David Schmitt, Program Associate (856-307-6450)

NJAES Sustainable Agriculture Coordinator

Olga Wickerhauser

Newsletter Production

Jack Rabin, Associate Director for Farm Services, NJAES

Cindy Rovins, Crop Management Communications Editor

For back issues, visit our web site at:
www.rce.rutgers.edu/pubs/plantandpestadvisory.

Rutgers Cooperative Extension - NJAES
U.S. DEPARTMENT OF AGRICULTURE
Rutgers - The State University of New Jersey
Plant & Pest Advisory
18 College Farm Road
Cook College
New Brunswick, N.J. 08901-8551

Rutgers Cooperative Extension (RCE) provides information and educational services to all people without regard to sex, race, color, national origin, disability, or age. RCE is an Equal Opportunity Employer.

Pesticide User Responsibility: Use pesticides safely and follow instructions on labels. The pesticide user is responsible for proper use, storage and disposal, residues on crops, and damage caused by drift. For specific labels, special local-needs label 24(c) registration, or section 18 exemption, contact RCE in your County.

Use of Trade Names: No discrimination or endorsement is intended in the use of trade names in this publication. In some instances a compound may be sold under different trade names and may vary as to label clearances.

Reproduction of Articles: RCE invites reproduction of individual articles, source cited with complete article name, author name, followed by Rutgers Cooperative Extension, Plant & Pest Advisory Newsletter.