

PLANT & PEST ADVISORY

VEGETABLE CROPS EDITION \$1.50

MAY 5, 2004



Douglas Dalponte can't help smiling about the publicity his family farm's Mr. Mint brand is gaining from the temporary renaming of their home town to Mojito, NJ.

Marketing Matters

Rick VanVranken, Atlantic County Agricultural Agent

It's not often that town officials will change the name of a village for you, even temporarily, but that's exactly what has happened in Buena Vista Township in western Atlantic County.

Twenty or so years ago, Dennis Dalponte was looking for alternative crops and wondered who supplied the crop for the famous Kentucky Derby mint juleps. He figured just a small part of that business would be worthwhile, so the Mr. Mint brand and logo were created and he started planting.

Flash forward about fifteen years and Mr. Mint gets a call from a New York marketing firm working for Bicardi, the rum makers. They are looking for a mint grower to supply the crop for their popular new drink, and the Mr. Mint logo caught their eye at a local market. The mojito, a concoction of rum and mint, club soda and lime, has caught on as the drink of choice in a popular TV show and among some superstar singers. Dennis and his sons, Dennis Jr. and Douglas, now grow close to 30 acres of the crop, so they figured they could help.

What does this have to do with changing the village name? For the next couple of weeks, the little village of Richland in Buena Vista Township that is home of Dalponte Farms, will sport a sign 'Welcome to Mojito, NJ'. Bicardi's marketing firm came up with the idea to create a little publicity for the drink, and it shouldn't hurt the farm or the township either. Already, Mr. Mint has been mentioned in front page articles in both of the major local papers and has had TV news reporters visiting the farm.

"I would call that Guerilla Marketing!" according to Robert 'Matty' Matarazzo of Matarazzo Farms and RJM Marketing. He should know, since his book *Marketing for Success—Creative Marketing Tools for the Agricultural Industry*, devotes a couple of chapters on these very techniques of gaining media exposure, the type money cannot buy. For now, Dalponte Farms has received no money from Bicardi or the marketing firm (the Township did receive a \$5000 donation for their recreation programs), but in the long run, when wholesale buyers try to find out how to make mojitos, they'll find Bicardi and Mr. Mint.

So who will they call? Mr. Mint in Richland, make that Mojito, New Jersey, of course. □

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Vegetable Weed Control

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

✓ **Cucurbit Crops:** Strategy is a jug-mix of Command 3ME and Curbit 3EC. One gallon of Strategy contains 0.5 pounds of Command and 1.6 pounds of Curbit per gallon. The labeled and recommended rate depends on soil texture. Use 1.5 to 3 pints per acre for coarse textured soils, 3 to 4 pints per acre for medium textured soils, and 4 to 6 pints per acre for fine textured soils. See the chart below to the amount of Command and Curbit in Strategy at 2 to 6 pints per acre.

| Command and Strategy Rates (active ingredient) in Strategy | | |
|--|----------------------|---------------------|
| Strategy Rate (pints/acre) | Command (lb ai/acre) | Curbit (lb ai/acre) |
| 1.5 | 0.094 | 0.3 |
| 2 | 0.125 | 0.4 |
| 3 | 0.188 | 0.6 |
| 4 | 0.25 | 0.8 |
| 5 | 0.312 | 1.0 |
| 6 | 0.375 | 1.2 |

Strategy **IS LABELED** for use preemergence in **New Jersey** to control weeds in all cucurbit crops. Use care not to exceed the rate of either herbicide on the cucurbit crop being planted. Generally, lower rates are used on cucumbers, muskmelons, and summer squash than on winter squash and pumpkins. Use lower rates early in the season when cold wet conditions that increase crop injury may occur. **Do NOT use Strategy under plastic mulch** or severe crop injury may occur.

✓ **White potatoes:** Annual grasses and weeds germinate in most fields before potatoes emerge. When the traditional drag-off cultivation and herbicide application at cracking may be delayed due to wet soil conditions, postemergence control of broadleaf weeds after potato emergence is difficult. Metribuzin (Lexone/Sencor) labels prohibit the application of 0.66 lbs of product per acre (0.5 lb ai/a) after the emergence of early maturing white skinned and red skinned varieties.

Matrix 25DF can be applied preemergence or postemergence to potatoes to suppress or control most **annual grasses** and many **annual broadleaf weeds**. Certain perennials including **Canada thistle**, **bindweed**, and **yellow nutsedge** are also suppressed by Matrix 25DF when applied after the perennial weeds emerge. **Common Lambsquarter** that emerges before Matrix 25DF application will **NOT** be controlled.

Apply Matrix 25DF once, at drag-off or early postemergence at 1.5 ounces per acre (0.0234 lb ai/a) before weeds exceed one inch in height, or twice at 1.0 ounce per acre (0.0156 lb ai/a) per application. Make

the first application before most annual weeds exceed one inch in height, and repeat the application two to four weeks later. Use the split application, early and late postemergence, when perennials are established in the field. Do NOT use more than 2.0 ounces of Matrix 25DF per acre (0.031 lb ai/a) per year. Always add 1 quart on nonionic surfactant per 100 gallons of spray solution.

Tank-mix Matrix 25DF with Lexone 75DF to control **common lambsquarter**, increase the spectrum of broad-leaf weeds controlled, and to prevent or delay the development of weed resistance to Matrix 25DF. Apply a total of 0.33 to 0.66 pounds of Lexone 75DF per acre (0.25 to 0.5 lb ai/a) in combination with Matrix 75DF during the growing season.

Do NOT exceed 0.25 to 0.33 pounds of Lexone 75DF PER APPLICATION (0.19 to 0.25 lb ai/a) when treating early maturing white or red skinned varieties, or significant crop injury may result. Apply Lexone 75DF twice at 0.25 to 0.33 pounds per acre (0.19 to 0.25 lb ai/a), tank-mixed with 1.0 ounce of Matrix 25DF per acre (see above), to apply a total of 0.33 to 0.66 pounds of Lexone 75DF per acre (0.25 to 0.5 lb ai/a) during the growing season.

Do NOT treat potatoes during extended periods of warm cloudy weather with high humidity and soil moisture. Delay herbicide application until after three to five days of bright, sunny, dry weather to reduce the risk of crop injury. Some temporary yellowing or tip burn may still be observed when early maturing white or red skinned varieties are treated. The injury, when observed, is minor and temporary when the reduced rates of Lexone 75DF (recommended above) are used.

✓ **Peas:** Apply Basagran to control **broadleaf weeds** and **yellow nutsedge** postemergence. Delay applications to **Canada thistle** and **yellow nutsedge** until the weed is 4 to 6 inches tall and has developed a leaf canopy to intercept the spray. Treat annual **broadleaf weeds** early, before they develop more than 2 true leaves or before they exceed 1 to 2 inches in height for best results. Add crop oil concentrate if hot dry conditions prevail or if the weeds are stressed by drought. Consult the Commercial Production Recommendations for rates and additional information. □

Pest Notes

Gerald M. Ghidui, Ph.D., Specialist in Vegetable Entomology

✓ **General:** Many new labels have been approved for the 2004 season. Most of these have been added to the 2004 Commercial Vegetable Production Recommendations for New Jersey, where rates and special restrictions are listed. Before using any of these materials, read and fully understand all directions on the label for each crop.

✓ **Beans:** Cruiser 5FS is a seed treatment (active ingredient equal to Platinum) labeled for control of **wireworms, aphids, plant hoppers** and **leaf hoppers** on both edible and succulent beans.

✓ **Cole crops:** Proclaim 5SG is labeled for various **worm** control. Research trials in New Jersey, Delaware, and Virginia show Proclaim to be as good as any other worm material available. It is excellent against **beet armyworm, cabbage looper, fall armyworm, corn earworm, leafminers,** and **diamondback moth larvae.**

✓ **Cucurbit crops:** Knack (an insect growth regulator) is labeled for control of **whiteflies** on the cucurbit crops. It is translaminar (the material moves through the leaf after foliar application).

✓ **Fruiting vegetables (tomato, eggplant, pepper):** Proclaim 5SG is labeled on these crops for **worm** control, such as **European corn borer** and **beet armyworm.**

Also, Warrior T is now labeled for use on peppers and eggplant for control of various insect pests.

✓ **Leafy vegetables and Turnip Greens:** Knack, an insect growth regulator effective against **whiteflies**, is labeled on leafy vegetables.

Also, Proclaim 5SG is now labeled for many **worm** pests on leafy vegetables as well as turnip greens.

✓ **Legumes:** Warrior T, a pyrethroid, is now labeled for control of various insect pests on the legume crops.

✓ **Okra:** Knack, an insect growth regulator, is labeled on okra for **whiteflies.** Knack has no activity against other insect pests of okra, such as **aphids** and **European corn borers.**

✓ **Strawberries:** Zeal (extoxazole) is a new miticide for control of **two-spotted spider mites** and is labeled on strawberry. Zeal is effective against eggs, larval and nymph stages of mites (Zeal acts as a molting inhibitor).

✓ **Tomatoes (Greenhouse only):** Florimite SC (bifentozate) is labeled for control of **two-spotted spider mites** in greenhouse tomatoes. Florimite SC is active against all stages of spider mites.

✓ **Other Label Changes/Additions:** Diazinon is still labeled for commercial vegetable production uses (except for use on white potato). Diazinon is no longer labeled for use around homes and gardens, outdoor and non-agriculture uses. Retail stores can still sell diazinon products until December 2004.

Lorsban (chlorpyrifos) has a new 75WG formulation, marketed by Gowan Company. All crops listed on other formulations of Lorsban are listed on the 75G formulation. □

Strawberry Update

Pete Probasco, Agricultural Agent

Chandlers are blooming now and need to be sprayed for **gray mold.** The vegetable recommendation book has a list of fungicides to use, but a new one, CaptEstate is out now that combines Captan and Elevate. Spray every 10 days unless the rains increase and then spray every 5 days. Plugs that were produced outside in a greenhouse did better than plugs from the greenhouse this year. They get more air ventilation and stayed dryer with less **Phytophthora** disease. The mix also plays a part in this disease and should be at least 50% vermiculite for better drainage. This disease is not the same species that attacks peppers and squash. □

Weekly Weather Summary

Keith Arnesen, Ph.D., Agricultural Meteorologist

Temperatures averaged much above normal, averaging 58 degrees north, 60 degrees central and 61 degrees south. Extremes were 82 degrees at Canoe Brook on the 2nd, and 34 degrees at Newton on the 29th. Weekly rainfall averaged 1.04 inches north, 1.03 inches central, and 0.88 inches south. The heaviest 24 hour total reported was 1.17 inches at Trenton on the 26th to 27th. Estimated soil moisture, in percent of field capacity, this past week averaged 96 percent north, 94 percent central and 73 percent south. Four inch soil temperatures averaged 56 degrees north, 58 degrees central and 59 degrees south.

Weather Summary for the Week Ending 8 am Monday 5/ 3/ 4

| WEATHER STATIONS | R A I N F A L L | | | TEMPERATURE | | | | GDD BASE50 | | MON %FC |
|--------------------------------------|-----------------|------------------|-------|-------------|----|-----|-----|------------|-----|---------|
| | WEEK | TOTAL | DEP | MX | MN | AVG | DEP | TOT | DEP | |
| BELVIDERE BRIDGE | .91 | 7.39 | -.76 | 79 | 37 | 59. | 3 | 168 | 117 | 92 |
| CANOE BROOK | 1.24 | 9.19 | .23 | 82 | 37 | 57. | 2 | 174 | 134 | 93 |
| CHARLOTTEBURG | .86 | 8.09 | -.73 | 80 | 36 | 59. | 6 | 165 | 153 | 90 |
| FLEMINGTON | 1.30 | 9.80 | 1.22 | 81 | 37 | 59. | 4 | 175 | 130 | 96 |
| LONG VALLEY | 1.28 | 7.83 | -1.32 | 80 | 36 | 58. | 4 | 150 | 127 | 92 |
| NEWTON | .65 | 7.03 | -.83 | 79 | 34 | 58. | 4 | 151 | 129 | 91 |
| FREEHOLD | 1.19 | 10.29 | 1.80 | 81 | 39 | 61. | 4 | 222 | 152 | 91 |
| LONG BRANCH | .78 | 10.32 | 1.54 | 70 | 41 | 58. | 2 | 139 | 84 | 83 |
| NEW BRUNSWICK | .90 | 8.32 | .13 | 80 | 39 | 60. | 3 | 194 | 105 | 92 |
| TOMS RIVER | .91 | 10.48 | 1.90 | 79 | 40 | 62. | 6 | 225 | 164 | 75 |
| TRENTON | 1.37 | 9.09 | 1.39 | 79 | 38 | 60. | 2 | 209 | 102 | 79 |
| CAPE MAY COURT HOUSE | .66 | 8.63 | 1.16 | 73 | 39 | 59. | 2 | 189 | 99 | 52 |
| DOWNSTOWN | .84 | 8.53 | .83 | 80 | 38 | 62. | 3 | 255 | 141 | 62 |
| GLASSBORO | 1.11 | 11.11 | 2.98 | 79 | 40 | 61. | 3 | 263 | 156 | 88 |
| HAMMONTON | .82 | 9.25 | 1.35 | 80 | 40 | 63. | 5 | 263 | 161 | 58 |
| POMONA | .74 | 7.65 | .12 | 75 | 39 | 60. | 3 | 219 | 145 | 68 |
| SEABROOK | 1.10 | 9.38 | 2.49 | 79 | 40 | 62. | 3 | 291 | 174 | 76 |
| SOUTH HARRISON | 1.37 | 10.79 | 3.04 | 79 | 39 | 62 | na | 278 | na | na |
| WES KLINE — GDD BASE 40 PINEY HOLLOW | | | | | | | | | | |
| Last Week | 147 | (Ending 4/26/04) | | | | | | | | |
| This Week | 153 | (Ending 5/3/04) | | | | | | | | |

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