

# PLANT & PEST ADVISORY

VEGETABLE CROPS EDITION \$1.50

SEPTEMBER 15, 2004



*New Jersey Department of Agriculture*

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## 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.

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**“Make it look full. 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.”**

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“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. □

# Vegetable Disease Update

Andy Wyenandt, Ph.D., Post Doctoral Associate in Vegetable Pathology and Wes Kline, Ph.D., Cumberland County Agricultural Agent

✓ **Cole Crops – Downy mildew** can be a problem in fall cole crops (cabbage, collards, broccoli, cauliflower and kale). Infection begins as irregular yellow spots on leaves which later turn brown. A white fluffy growth develops on the underside of leaves during cool moist weather. When the disease first appears apply a fungicide every 7 to 10 days. Bravo, maneb, Ridomil Gold Bravo and Aliette are labeled. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

✓ **Cucurbits – ‘White speck’ of Pumpkin** – also known as **Microdochium** or **Plectosporium blight** causes small, distinct lesions on infected vines, petioles, leaves, handles and fruit. Symptoms include light tan to pure white ‘spindle-shaped’ lesions that have a dry, scabby appearance. These small ‘white specks’ often coalesce to form large, dry scabby whitish-tan areas on infected plant parts. Heavy vine infection can lead to complete defoliation and handle and fruit infection can ruin aesthetic fruit quality. Control of White speck begins with proper rotations with crops other than cucurbits. Maximum coverage with fungicide applications is necessary. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

**Choanephora fruit rot of pumpkin** – also known as **Choanephora wet rot** or **blossom end rot** is a disease which affects blossoms and young developing fruit. Infected female flowers may turn brown, ‘mushy’ and fall off prior to fruit set. Blossom infection can lead to fruit infection. Young fruit may turn a yellowish-brown with *masses of dense, white fungal growth with black ‘pin-point’ spores developing on infected fruit*. Long periods of wet weather with excessive rainfall and high relative humidity favor the development and spread of Choanephora fruit rot. Unfortunately, control of Choanephora is difficult due to the constant development of new flowers and fruit, canopy production by the plant, and the ability of the fungus to live off of dead/dying plant tissue. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

**Powdery mildew** – Powdery mildew has now been identified in southern and northern New Jersey on a variety of winter squash and pumpkin. Powdery mildew typically occurs from mid-July until the end of the season. Powdery mildew can cause 100% defoliation very quickly if not controlled properly. The diagnostic characteristics of Powdery mildew are pure white ‘fuzzy’ growth on the upper and lower leaf surface, petioles and stems. Symptoms typically begin on older, lower leaves and can develop and spread rapidly under dry, humid

conditions. Control of Powdery mildew begins with regular scouting for symptoms and weekly fungicide applications. Fungicide resistance management of the fungus which causes Powdery mildew is critical. For more information on control of Powdery mildew and other important diseases of cucurbits please see the *2004 New Jersey Commercial Vegetable Production Recommendations Guide*.

**Phytophthora fruit rot** – Unfortunately, regular wet weather conditions throughout the summer have been ideal for development of crown rot phase of the disease and in some areas the fruit rot phase of the disease is beginning to show up. Symptoms on mature fruit appear as white, ‘greasy’ lesions which can extensively cover the fruit leading to its collapse. *Control of Phytophthora blight begins with proper crop rotations. Rotate with crops other than peppers, eggplants, tomatoes and other cucurbits and plant in well-drained fields.* Acrobat 50WP at 6.4 oz/A (must be tanked mixed with another fungicide active against Phytophthora blight on pumpkins and winter squash such as fixed copper) when conditions favor disease development. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

✓ **Eggplant – Phomopsis blight** – can affect all above ground portions of the plant. Symptoms include well-defined circular lesions on infected leaves with *diagnostic black fruiting bodies* developing within the lesion. If disease progresses infected leaves may turn yellow and die. Fruit lesions are similar to leaf infections, but lesions may become much larger causing fruit to become soft. Wet weather and high temperatures favor Phomopsis blight development. Control of Phomopsis blight begins with weekly preventative fungicide applications which may include Amistar or Quadris 80WDG at 2 to 5 oz/A, or Flint 50WDG at 2 to 4 oz/A, or Cabrio 20EG at 8 to 12 oz/A or, maneb 80WP at 1.5 to 2 lb/A or OLF.

✓ **Pepper – Anthracnose** - Symptoms of fruit infection include sunken, circular spots which develop blackish-tan to orange concentric rings as lesions develop. Lesions on stems and leaves appear as grayish-brown spots with dark margins and can easily be overlooked. Control of Anthracnose begins with using clean-free seed and/or transplants. A three-year crop rotation with non-solanaceous crops is recommended. After the harvest season, pepper fields should be disced and plowed under thoroughly to bury crop debris. At flowering, Maneb 74DF at 1.5 to 3.0 lbs/A should be alternated every 7 to 10 days with azoxystrobin (Amistar, Quadris 80 WDG) at 2 to 5 oz/A, or Cabrio 20 EG at 8 to 12 oz/A, or Flint 50 WDG at 3 to 4 oz/A. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

✓ **Tomato – Anthracnose** – or **red fruit rot** is now showing up on mature tomato fruit. Symptoms of Anthracnose are easily diagnosed. Symptoms on ripe fruit

SEE DISEASES ON PAGE 3

## Pumpkins Ready for Harvest?

Andy Wyenandt, Ph.D., Post Doctoral Associate in Vegetable Pathology and Art Brown, Ocean County Agricultural Agent

The fall is upon us and many pumpkin fields are ready for harvest. The pumpkin season begins shortly after Labor Day and extends through the end of October. For those keeping track that's roughly an eight-week market. The question for many is 'What to do with marketable fruit in the field until it's time for sale?'

As long as there is good foliage present, the best place for a pumpkin is on the vine. Foliage helps protect fruit from potential sunscald injury and will help any late setting fruit size. However, keeping foliage around will require additional fungicide applications. If the foliage cannot be maintained, move the mature fruit to a dry, well ventilated area.

Many growers will 'let Powdery mildew' take foliage out a few weeks before they are ready to be harvested. Why? Pumpkins are a lot easier to harvest without dense foliage in the field. Growers should be aware of the drawback to this method, since Powdery mildew can affect handle quality.

Once foliage is gone, pumpkins can easily be stored and 'cured' in the field by lopping them off the vine and placing them in un-stacked windrows as long as the weather cooperates. Temperatures of 80 to 85°F with relative humidity of 80 to 85% for 10 days after lopping are ideal. After this, temperatures between 50 to 60° F with 50 to 70% relative humidity will keep respiration and potential weight loss down. Cool, wet and 'frosty' weather will do most of the damage to ripe fruit in the field by slowing down the curing process, exposing fruit to potential fruit rot pathogens and in the case of frosts, cause fruit to melt if temperatures get too low. Knowing your market, your crop and keeping an eye on the weather will help go a long way in having a successful pumpkin season. □

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### DISEASES FROM PAGE 2

appear as water-soaked circular lesions that often have a lighter colored tan center. Black fruiting bodies are often visible in the center of Anthracnose lesions. Control of Anthracnose begins with preventative fungicide applications. Fungicides labeled for other important foliar and fruit diseases of tomato will help control Anthracnose. If fruit-ripening agent has been used, additional fungicide applications may be necessary to help control Anthracnose. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*.

**Buckeye Rot** – Wet weather and wet soils favor the development of Buckeye rot. Symptoms of Buckeye Rot on green fruit include brownish-tan lesions that have a *definitive concentric appearance*. As lesions form the fruit will begin to soften up, this is quite different than **Late blight** which will cause a dark brownish/black lesion with the fruit remaining somewhat firm. Unlike Late blight, Buckeye rot won't attack the foliage. For more information on control please see the *2004 New Jersey Commercial Vegetable Production Recommendations*. □

## 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 green-houses 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. □

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## 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](http://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. □

## Pest Notes

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

✓ **General:** High numbers of **corn earworms** are found in peppers, sweet corn and tomatoes. Part of the reason is because of the series of storm fronts arriving in New Jersey from the southern states. These fronts bring adult moths into our area on the wind currents. Weather has been favorable, and adults have been very active, with a high larval survivorship. Recommendations for corn earworm control in various vegetable crops are:

**Tomatoes:** Various materials are labeled, and all are effective, including Asana, Avaunt, Baythroid, cryolite, Danitol, Mustang Max, Guthion, Lannate, Monitor, Proclaim, SpinTor or Warrior. Also, several biological insecticides, the Bt's, are labeled and effective. The key to control is timing and coverage: treat when eggs or small larvae are present, and use high gallonage, high pressure to penetrate the plant canopy. Note that this is an excellent opportunity to use up any Guthion that may be stored (Guthion will soon lose its label in all crops, so it would be wise to start using it up if some is still in your stock).

**Peppers:** **Corn earworm** larvae are easily recognized in peppers just from the size of the holes they make in the fruit, usually perfectly round and fairly large (their damage holes can be up to the diameter of a pencil in size). Larvae migrate from fruit to fruit, so thorough coverage is important to contact the worm as it moves around the plant (once inside a fruit control is no longer an option). Asana, Baythroid, Capture, Mustang Max, Proclaim, Sevin, and Warrior are effective against corn earworm.

**Sweet Corn:** To effectively keep **corn earworm** out of the ear tips, a very tight spray schedule may be necessary (2-3 days, depending on moth pressure and location). Follow earworm moth flights from local or nearby blacklight traps to determine moth levels to base spray schedule as per Rutgers IPM recommendations. Directed sprays at the ear zone (2-4 nozzles) provide the greatest protection of sweet corn ears against corn earworm. Use either Asana, Baythroid, Mustang Max, Lannate, Ambush, Pounce, SpinTor, or Warrior for effective control. At this time of the year, sprays are usually required from first silking until silks are dry. □

## IPM Update

Kristian Holmstrom, Program Associate in Vegetable IPM

### Sweet Corn

**European corn borer (ECB)** activity is relatively low throughout most of the state. Exceptions to this are parts of Cumberland, Gloucester, and Salem Counties, where moderate to high catches are still occurring (see ECB map). Larvae resulting from this flight will present a threat to host crops for much of the remainder of the season. On any remaining pre-silk plantings continue to check weekly for the presence of ECB and other pest injury both in the tassels and on the leaves. If feeding exceeds 12% in a 50 plant sample, consider treating. As plantings progress to full tassel, it is still wise to treat for ECB if larvae are present. The highest average nightly **ECB** blacklight trap catches are:

Shirley	11	Downer	4	Burlington	2
Centerton	9	Woodstown	4	Georgetown	2
Elmer	7	East Vineland	3	Little York	2
Cohansey	4	Medford	3	Milltown	2

**Fall armyworm (FAW)** continues to infest late season sweet corn plantings, and is a potential problem for silking corn. In many cases, plantings are re-infested quickly after initial control is applied. On remaining plantings that are not yet silking, look for heavy "window-pane" type feeding on whorl and seedling corn. This feeding is caused by young FAW. As the larvae grow, the feeding becomes more ragged, with large holes and accumulations of droppings in the whorl or young tassels. When FAW is present, thorough spray coverage is critical. Be sure to use as much water with the spray material as possible, and increase pressure to permit the insecticide to penetrate the layer of caterpillar droppings. With high levels of adult FAW present, it is important to scout again within one week of an insecticide application to determine the effect of the treatment as well as whether new larvae have hatched.

**Corn earworm (CEW)** adult activity continues to decline slowly throughout the state. There was a short lived increase late last week with warmer evening temperatures, but since then, numbers have dropped back to low to moderate levels. This population still represents a threat to silking sweet corn, and growers should respond with appropriate silking spray schedules. Highest catches are in northern Monmouth County (see CEW map), with high activity also in parts of Burlington, Salem and Cumberland Counties. The crosshatched area on the CEW map (green on the web) represents a population requiring a 3-4 day silk spray schedule. The highest average nightly **CEW** blacklight trap catches are:

**SEE IPM ON PAGE 5**

Matawan	10	Jones Island	6	Crosswicks	5
Shirley	8	Medford	6	Downer	5
Tabernacle	8	Milltown	6	Allentown	4
Centerton	6	Cedarville	5	Fishing Creek	4

## General Sweet Corn Spray Schedule

Silking Corn:	North	3-4 days
	Central	3 days
	South	3 days

**Corn leaf rust** continues to be found on sweet corn, particularly as it passes into the late whorl and pretassel stages. Some varieties are susceptible to this pathogen. While scouting for insects, be sure to look at lower leaves for pustules on the surface. As pustules mature, they will burst, releasing reddish colored spores. If this disease is first found in the seedling or whorl stage, consider a fungicide application to limit spread on plants. Rust infections, if allowed to progress on susceptible varieties, can stress plants and reduce ear size.

## Tomatoes

**Late blight** remains an ongoing problem throughout northern New Jersey on fresh market tomatoes. Infections range from slight to severe, where they are occurring. It is critical that all tomatoes, regardless of how young, be on regular protectant fungicide programs now. If symptoms should appear in local fields including rapid defoliation of entire leaves (with or without obvious sporulation) or green fruit turning brown but remaining solid for some time, immediately include a fungicide that specifically targets the group of fungi to which late blight belongs. These materials are listed in the *2004 New Jersey Commercial Vegetable Recommendations Guide*.

Occasional **CEW** injury in tomatoes is showing up in some areas now. High CEW activity (approaching 20 per night in local traps) can result in significant fruit injury if protectant insecticide applications are not made. If catches are high, consider treating weekly to limit damage. Often CEW larvae may be found boring into fruit in the outer canopy of the plants.

## Peppers

With **ECB** adult numbers at moderate levels in parts of the state, peppers need regular protectant insecticide treatments. On the ECB map, areas shaded in green (web version) or crosshatched (in the newsletter) indicate adult ECB populations that require weekly preventive sprays to minimize fruit injury. Monitor local ECB populations to determine when to begin regular preventive insecticide applications. Be aware that repeated use of synthetic pyrethroid materials are likely to result in increased aphid infestations. It is a good idea to rotate materials for ECB control to prevent this from happening.

Be aware that high CEW populations (greater than 10 moths per night consistently in local blacklight traps) can result in injury to peppers and tomatoes. If ECB adult catches decline to non-economic levels, it may still be necessary to treat peppers and tomatoes weekly to

prevent CEW injury. Be sure to monitor local trap catches to see if CEW populations threaten these crops. Damaging populations would show up as black on the CEW map (red on the web version).

**Beet armyworm (BAW)** adults and larvae are present in parts of the southern counties. BAW is capable of causing significant injury to peppers and should be watched closely. Look for ragged feeding on leaves near the growing terminals on pepper plants. Young larvae will often feed there prior to infesting fruit. If this type of feeding is seen, and a preventive spray schedule is not already in place for ECB, growers should treat before fruit injury occurs.

## Pumpkins

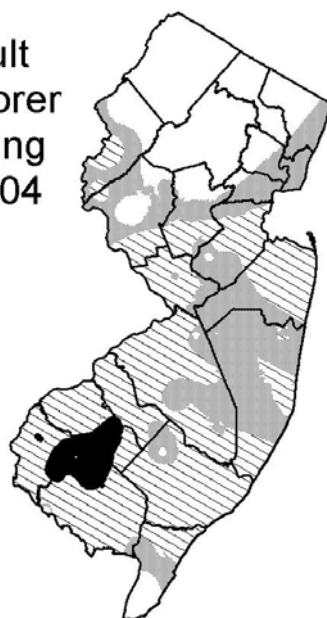
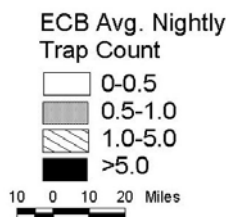
**Cucurbit downy mildew (DM)** will be an ongoing problem on vine crops throughout the state for the duration of the season. Growers should be on their regular protectant fungicide programs to limit damage from this disease as well as **powdery mildew (PM)**. If wet weather makes it impossible to maintain a regular 7-day program, it may be advisable to switch to a material that specifically targets the water molds with the next possible application. Materials like Ridomil Gold Bravo or Tanos fall into this category (See the *2004 New Jersey Commercial Vegetable Recommendations Guide* or the mid July edition of the University of Delaware Crop Update <http://www.rec.udel.edu/update04/Issue%2017%202004.htm> for further selections and suggested rotational materials).

In a few fields in northern New Jersey, **striped cucumber beetles** have begun feeding on the skins of mature pumpkins. This injury results in scarring on the fruit surface, and may reduce the value of the fruit. Be sure to check fields at least weekly for the presence of cucumber beetles and the injury they cause. If either beetles or injury are found, consider treating at least the affected part of the field. If giant varieties such as 'Prize Winner' are in the field, be sure to check them often. These seem to be especially attractive to (and affected by) cucumber beetle.

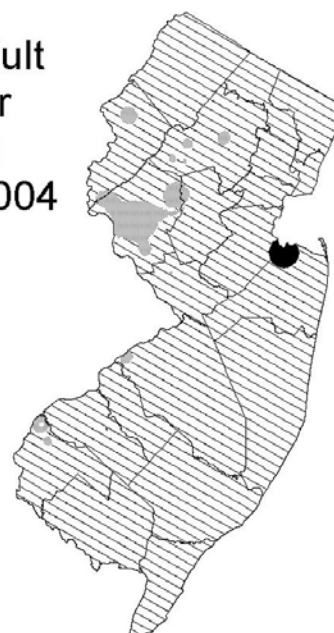
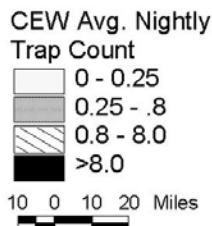
At the present time, many fields contain mostly mature fruit. In these cases it is probably not necessary to continue to apply foliar fungicides, as the vines are in decline. However, it is important to move the fruit out of the field promptly to prevent loss from a variety of sources including **cucumber beetles**, **deer**, **phytophthora fruit rot** and **fusarium fruit rot**. The latter causes fruit to collapse without the obvious yeast-like growth on the surface that is characteristic of phytophthora. Fruit collapse from fusarium fruit rot is often preceded by the appearance of circular, oozing pits where there is fruit contact with the soil.

**SEE ECB AND CEW DISTRIBUTION MAPS ON PAGE 6**

## Distribution of Adult European Corn Borer for the Week Ending September 15, 2004



## Distribution of Adult Corn Earworm for the Week Ending September 15, 2004



Data collected and processed by: Kris Holmstrom, Marilyn Hughes  
Rutgers Cooperative Extension & Center for Remote Sensing

Data collected and processed by: Kris Holmstrom, Marilyn Hughes  
Rutgers Cooperative Extension & Center for Remote Sensing

## Weekly Weather Summary

Keith Arnesen, Ph.D., Agricultural Meteorologist

Temperatures averaged above normal, averaging 68 degrees north, 71 degrees central and 72 degrees south. Extremes were 86 degrees at Hammonton and Glassboro on the 8th, and 48 degrees at Charlotteburg on the 12th. Weekly rainfall averaged 1.88 inches north, 0.55 inches central, and 0.22 inches south. The heaviest 24 hour total reported was 1.97 inches at Belvidere on the 8th to 9th. Estimated soil moisture, in percent of field capacity, this past week averaged 84 percent north, 67 percent central and 54 percent south. Four inch soil temperatures averaged 68 degrees north, 70 degrees central and 67 degrees south.

### Weather Summary for the Week Ending 8 am Monday 9/13/ 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	2.18	28.73	2.57	84	50	69.	5	2725	332	91
CANOE BROOK	2.78	31.73	4.28	85	54	70.	5	2792	374	94
CHARLOTTEBURG	1.97	29.26	1.54	81	48	67.	5	2561	639	93
FLEMINGTON	1.20	33.48	7.17	83	51	69.	4	2774	293	78
LONG VALLEY	missing									
NEWTON	1.28	27.30	1.73	81	52	67.	5	2555	380	83
FREEHOLD	.52	26.22	.61	85	51	70.	3	2950	324	73
LONG BRANCH	1.01	27.37	1.42	84	56	70.	3	2775	207	71
NEW BRUNSWICK	.69	27.85	1.89	85	53	71.	4	2947	183	75
TOMS RIVER	.11	27.81	1.29	84	52	71.	3	3038	467	33
TRENTON	.42	25.31	.72	84	52	71.	3	3016	151	53
CAPE MAY COURT HOUSE	.03	20.94	-2.02	82	55	71.	1	2908	332	27
DOWNSTOWN	.00	22.64	-1.54	85	51	71.	3	3104	229	50
GLASSBORO	.33	36.88	11.56	86	57	73.	5	3135	283	59
HAMMONTON	.63	25.45	.14	86	52	72.	4	3210	357	61
POMONA	.28	22.28	-.86	84	52	72.	5	3069	407	42
SEABROOK	.03	27.67	4.46	85	56	73.	4	3405	514	45
SOUTH HARRISON	.21	27.86	2.98	83	57	72	NA	3239	NA	NA
WES KLINE — GDD BASE 40 PINEY HOLLOW	Last Week 219 (Ending 9/6/04) This Week 219 (Ending 9/13/04)									

# Twilight Meeting: Late Season Vegetable Pest Identification

Tuesday, September 21, 2004

Early Sunset, Early Start!

4:30 – 7:00pm

Cherry Grove Organic Farm  
Lawrenceville, NJ

*Jointly Sponsored by NOFA-NJ & Rutgers Cooperative Extension*

Join NOFA-NJ and Rutgers Cooperative Extension for an exciting, hands-on workshop about identifying the pests on your *late season* vegetable crops. Joseph Ingerson-Mahar (RCE Vegetable IPM Coordinator) and Kristian Holmstrom (RCE Vegetable IPM Program Associate) will lead both a talk and tour of this diversified vegetable farm. After a brief overview of the role of Integrated Pest Management in organic farming, as well as the importance of and methods for pest ID, the RCE team will walk the farm, covering the primary crops for seasonally-specific pests, and answering any questions that participants may have.

## Event Schedule

### TALK

**4:00-4:30 pm-** Bring "Unknowns" from your farm for consultation

**4:30-5:00 pm-** Optional Brown Bag Dinner. Drinks provided.

**5:00 pm-** Introduction and Overview of Cherry Grove Organic Farm

**5:10 pm-** Review of IPM and Pest Identification Methods

### WALK

**5:25 pm-** Current Pest in Various Crops. Walk the farm, identifying seasonally-specific crops and pests.

To register, call (609) 737-6848 or email [mazzara@nofanj.org](mailto:mazzara@nofanj.org). □

## 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.

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

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

## PLANT & PEST ADVISORY

### VEGETABLE CROPS EDITION CONTRIBUTORS

#### Rutgers Cooperative Extension Specialists

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

George Hamilton, Ph.D., Pest Management

Joseph R. Heckman, Ph.D., Soil Fertility

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

Andy Wyenandt, Ph.D., Vegetable Pathology

#### Rutgers Cooperative Extension County Agricultural Agents

Atlantic, Richard W. VanVranken (609-625-0056)

Burlington, Raymond J. Samulis (609-265-5050)

Cape May, Russell Blair (609-465-5115)

Cumberland, Wesley Kline, Ph.D. (856-451-2800)

Gloucester, Michelle Infante-Casella (856-307-6450)

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

Mercer, Daniel Kluchinski (609-989-6830)

Middlesex, William T. Hlubik (732-745-3443)

Monmouth, Bill Sciarappa, Ph.D. (732-431-7260)

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

Salem, Peter R. Probasco (856-769-0090)

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

#### Vegetable IPM Program (732-932-9802)

Joseph Ingerson-Mahar, Vegetable IPM Coordinator

Kristian E. Holmstrom, IPM Program Associate

#### Newsletter Production

Jack Rabin, Associate Director for Farm Services, NJAES

Cindy Rovins, Crop Management Communications Editor

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