

PLANT & PEST ADVISORY

FRUIT EDITION \$1.50

AUGUST 23, 2005

Peach Marketing Issues

Jerome L. Frecon, Agricultural Agent



❖ **Premium Tree Ripened Fruit – A Ripening Market Opportunity** by Cornell University Extension Specialists W. Uva and S. Cuellar is a recent marketing study to explore consumer interests in New York grown premium tree ripened peaches and develop strategic marketing recommendations on how the New York fruit industry could expand this market. The full publication on this study is available on their SMART MARKETING website at:

http://www.aem.cornell.edu/special_programs/hortmgt/smart_marketing/

❖ **Peach Cider Drink (Circle M) and Peach Wine (Heritage)** are two products developed with the help of Value Added Producer Grants through the USDA Rural Development Agency by peach producers in Gloucester County. The Rutgers Food Innovation Research and Extension Center provided a lot of information to develop these products.

The peach wine pictured has been a good seller. Other producers and marketers of peach wine are Amwell Valley Vineyard and Westfall Winery according to information from wineries published on the Garden State Wine Growers Association Web Page. Both the peach wine and the peach cider drink were featured at the New Jersey Peach Promotion Council exhibit at the New Jersey Peach Festival. While we could not sell the wine, the peach cider drink was really popular. Available in ½ gallons and pints the product is sweet, excellent and a good seller. Most popular was the peach cider drink slush pictured. The frozen slush is terrific. It is sweet enough so when diluted with the ice it is actually better than apple slush sold by many farm markets. Every farm market should try and have peach slush to complement their apple slush. Both products taste much better than the water ice with flavoring offered in many stores. They are unique New Jersey value added farm products.

Information on the value added and other grant programs for farmers are available at:

<http://www.state.nj.us/agriculture/financialassistance.htm#value>

❖ **New Jersey Agricultural Statistics and Movement for Peaches –** According to information from our market news office in Bridgeton, wholesale peach movement continues to be good. A few newsletters ago I reported on movement relative to California, Georgia and South . One of my friends at Clemson pointed out to me that my information was incorrect. What I did was use the word truckloads and not 10,000 lb units. The information was correct using that terminology. The USDA Market News reports movement in 10,000 and 40,000 lb units.

SEE PEACH MARKETING ON PAGE 2

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PEACH MARKETING FROM PAGE 1

As of their shipment report on peaches for August 14, 2005, Central California was behind last year on this date by 4510 (10,000 lb) units; Georgia 1605 (10,000 lb.) units; South Carolina 1379 (10,000 lb.) units and New Jersey 270 (10,000 lb) units. The Appalachian (Md., Pa., W. Va. and Va.) and Washington are ahead of last year in shipments on this date. These reports are available at: <http://www.ams.usda.gov/mnreports>.

NJPPC Member Newsletter. The New Jersey Peach Promotion Council puts together a nice member newsletter for its membership on peach marketing issues. It is available for \$125 for associate council members and more for grower members based on acreage. The August issue was in color and usually has an article written by growers. Another great source of peach marketing information is the web site of the California Tree Fruit Agreement at:

<http://www.eatcaliforniafruit.com/growers-shippers/>. This is the kind of web site we would like to have for New Jersey growers if we could raise enough money. Of course their consumer web site is part of this same site and has a ton of information on using and eating stone fruit from California. The New Jersey Peach Promotion Council web site is: www.jerseypeaches.com. □

Fruit IPM

Dean Polk, Fruit IPM Agent and David Schmitt and Eugene Rizio, Program Associates, Tree Fruit IPM

Note: Blueberry information is not available for this issue.

Peach

✓ **Tufted Apple Budmoth (TABM):** Timings are updated for this week in the following table:

TABM Timings - Application and Insecticide Type – Brood 2			
County Area	OP's, Carbamates, Spintor, Pyrethroids (Conv.)		Intrepid
	4 alt mid sprays	2 complete sprays	2 complete sprays
Southern	Complete	Complete	Complete
Central	4 th –8/21-22	Complete	Complete
Northern	4 th –8/27-28	2 nd – 8/23-25	2 nd – 8/23-25

✓ **Fruit Rots:** More blocks have been seen with rhizopus infections. Elite is the fungicide of choice where both rhizopus and brown rot are concerns.

✓ **Oriental Fruit Moth (OFM):** Trap counts have risen on some farms that missed the last timed insecticide application. There has been some fruit injury noted. Maintain insecticide coverage for OFM where flagging or fruit injury is noted.

Apple

✓ **Tufted Apple Budmoth (TABM):** See Peach section above.

✓ **Rose Leafhoppers (RLH):** Rose leafhopper is a secondary pest of apple that is almost identical to White Apple Leafhopper. Leafhoppers are not causing stress to trees at this time of the year unless the populations are very high. They are however a nuisance to pickers and are of special concern for U-pick operations. If you are seeing leafhoppers in the orchard at this time of the year they are most likely Rose Leafhoppers. All of the insecticides that control White Apple Leafhopper will control Rose Leafhopper. Consult page 136 of the *NJ Commercial Tree Fruit Production Guide* for insecticide efficacy.

Insect Trap Counts

Tree Fruit Southern Counties

Week ending	STLM	TABM-A	CM	AM	OFM-A	DWB	OFM-P	TABM-P	LPTB	PTB
7/15/05	235	1	0		9	31	3	1	54	4
7/22/05	237	1	1		8	14	4	4	63	6
7/29/05	584	3	1		10	18	5	11	90	4
8/05/05	583	5	3		6	0	7	11	81	18
8/12/05	725	5	1		10	95	6	13	79	11
8/20/05	418	8	4		12	34	14	11	56	8

Northern Counties

Week ending	STLM	TABM-A	CM	AM	OFM-A	DWB	OFM-P	TABM-P	LPTB	PTB
7/15/05	90	3	0.5			19	3	3		
7/22/05	67	3	2	0	0	17	5	5		
7/29/05	185	2	3	0		25	5	2		
8/05/05	180	2	3	0	0	5	4	4		
8/12/05	90	6	2	0	0	9	4	3	0	0
8/20/05	118	5	2	0	0	8	4	8	0	0

Key: STLM = Spotted Tentiform Leafminer, TABM = Tufted Apple Budmoth (A – apple, P – Peach), CM = Codling Moth, AM = Apple Maggot, OFM = Oriental Fruit Moth (A – apple, P – Peach), LPTB = Lesser Peachtree Borer, PTB = Peachtree Borer

Apple Maturity Update for North-Central NJ

Win Cowgill, Agricultural Agent

Many areas of Northern New Jersey continue to be very dry, including much of Warren and Morris Counties. Growers without irrigation are being impacted on fruit size of peaches and early apples. Many of the blocks of Gala's I have observed are running small to date. Some of this can be attributed to drought stress but not in all cases. Apple maturity continues to be along historical norms for North/Central New Jersey. Growers should be observant as we approach Gala and McIntosh harvest in North-Central Jersey. Macs are well sized and have colored some with a few nights in the 60's last week; 57°F in Hunterdon last night.

Retain for Macs and Galas should have been applied by now in Northern New Jersey, see the last two issues of the Plant and Pest Advisory for details.

Summer Apples- at the Rutgers Snyder Farm in Hunterdon County we have picked in the following: Pristine 7/31 RedFree on 8/22, both are scab resistant cultivars from the Rutgers & PRI program. Sunrise was harvested on 8/5. It is one of the best red apples in this season. It has a sweeter taste while RedFree has more acid.

Zestar from the Minnesota program is one of the highest quality early apples. It has the texture of Honeycrisp making a unique eating experience. It comes in just with Paulared for most growers. One grower in Morris harvested it on Monday, we harvested late last week at the Snyder Farm.

Paulared is our old standby late August apple in Northern NJ. It is ready now in Hunterdon/Morris Counties. Is a tarter apple than Zestar, more of a Mac type.

Morris-Harding Twp	Date	Retain	Pressure	Brix %	Starch-Iodine
Paulared	08/22	No	15	12	6

Ginger Gold the first commercial yellow apple of significance on the east coast, is being harvested in Hunterdon County

Hunterdon-Snyder	Date	Retain	Pressure	Brix %	Starch-Iodine
Ginger Gold	08/21	No	15	11.2	3.3

Mollie's Delicious is a Northern NJ favorite at roadside markets that came out of the NJAES breeding program. It was first introduced in 1966 as a cross between Golden Delicious and Gravenstein by Drs. Hough and Bailey. It has excellent eating quality.

Morris Myersville	Date	Retain	Pressure	Brix %	Starch-Iodine
Mollies Delicious	08/22	No	14.4	11	2.3

Hunterdon-Snyder	Date	Retain	Pressure	Brix %	Starch-Iodine
Mollies Delicious	08/23	No	15	11	2

McIntosh growers in Central and North Jersey should watch their Mac's closely for early maturity development and drop.

Morris-Myersville	Date	Retain	Pressure	Brix	Starch-Iodine
MacSpur McIntosh	8/22	No	14.4	11	2.3

Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch-Iodine
RedMax Mac	8/22	yes	17	11%	2.5

Hunterdon-Snyder	Date	Retain	Pressure	Brix	Starch-Iodine
Rogers Red Mac	8/22	yes	17	10.3%	3.1

APPLE MATURITY ON PAGE 4

EPA Finalizes Azinphos-methyl Ruling for Peaches

Peter W. Shearer, Ph.D., Specialist
in Tree Fruit Entomology

The Environmental Protection Agency recently announced their decision to terminate azinphos-methyl (Guthion®, Azinphosmethyl 50WS®) use on peaches and nectarine. They have ruled that existing supplies of this chemical can be used on these crops through September 30, 2006. Previously, the EPA proposed terminating azinphos-methyl use on peaches and nectarine at the end of 2005.

Several people and groups presented comments to the EPA with the intent to extend azinphosmethyl use on peaches and nectarines. However, "the Agency does not believe that the comments submitted during the comment period merit any substantial extension of azinphos-methyl use or denial of the requests for voluntary use termination." "Therefore, the Agency finds insufficient justification for extending azinphos-methyl use on peaches/nectarines." This means the future of azinphos-methyl has been set. Growers with current labeled product can use azinphos-methyl only through next year's growing season.

Read more about this ruling in the August 17, 2005 (Volume 70, Number 158) of the Federal Register, at: www.epa.gov/fedrgstr. □

Wine Grape Crop Management

Joseph A. Fiola, Ph.D., *Viticulture and Small Fruit Specialist, Maryland Cooperative Extension, Keedysville, MD.*

Reprinted from Timely Viticulture Newsletter, University of Maryland Cooperative Extension.

The goal of most grape growers is to produce high quality grapes for wine. For making the best wine, the highest quality grapes are often the most mature and uniform. In today's quality driven marketplace, the best fruit will command the highest prices and the greatest demand. Climate, environmental circumstances, and cultural practices are all important in determining fruit quality, however few techniques may impact fruit maturity more than regulating yields to achieve a balanced vine and uniformly mature fruit. Once tons per acre or pounds per vine data is collected, it is easy to work backwards towards a targeted yield. This issue will address adjusting the crop level for the desired outcome.

Problems associated with over cropping:

- In the Mid-Atlantic region, where many vineyards reside in areas of marginal season length, achieving full ripeness is a challenge, especially with late varieties (Cabernet Sauvignon.)
- Delayed ripening
- Uneven ripening
- Poor color
- Poor sugar content
- Poor varietal character intensity
- Inadequate tannin ripeness
- A vine that is over cropped will be much more sensitive to winter damage.

For young vineyards:

- Crop regulation usually involves removing any fruit in the first and

second years, except on vines of exceptional vigor.

- Even in the third year, reducing the crop by half may be a wise measure to keep the vine healthy.
- A vine that is over cropped when it is young will be much more sensitive to winter damage and/or may never reach its full production potential.

Factors to consider when setting a target yield:

- Timing of veraison. If the season is late, the crop may need to be thinned more severely to allow the fruit to ripen in a shorter period.
- If significant tropical storm activity is predicted (as is this year), a grower might elect to carry a smaller crop to allow it to be less sensitive to significant swings in moisture.
- If early frosts are expected, a smaller crop should be carried to allow the crop to ripen earlier and to allow the vines to recover and prepare for winter.
- If canopy has been compromised by disease (defoliated by downy) or insects (laced by Japanese beetles) the crop should be reduced.

An experienced grower will know his site and will develop a sense of what the optimal yields are to achieve full ripeness in certain varieties and fields.

Fruit thinning.

After the target yield has been determined, the fruit must be thinned to the proper level.

- Veraison thinning is desirable, especially for red varieties and it is easy to determine and thin the clusters that are behind in ripeness or uniformity of ripeness.
- Veraison thinning is also desirable to help reduce vigor on vigorous sites by allowing more "sinks" (grapes) to sap some of the extra energy.
- If the vineyard soil has high K content, if you wait until veraison to thin, the extra clusters can also be used as "sponges" to absorb the excess K to keep the pH of the remaining fruit from rising too quickly.
- Remove disease or damaged fruit first
- Remove clusters that are behind in ripening

SEE WINE GRAPE MANAGEMENT ON PAGE 5

APPLE MATURITY FROM PAGE 3

Gala Fruit size is small in general. Newer strains are already showing good red color with older strains fairly yellow. Avoid any additional moisture stress in Gala until harvest. Background color is one of the best indicators of maturity for Gala but is hard to observe on the all red strains. Fresh market Galas should be harvested when the background color is turning from a yellow to a cream color. SI index with the Gala Starch chart can be a guideline as well.

Hunterdon-Oldwick	Retain	Date	Pressure	Brix	Starch-Iodine
Tenroy Gala	no	8/22	23	12%	1.6
Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch-Iodine
Royal Gala	8/22	yes	19	12%	4
Hunterdon- Snyder	Retain	Date	Pressure	Brix	Starch-Iodine
Buckeye Gala	yes	8/22	24.5	10.3	1
Stark Galaxy Gala	no	8/22	20.6	10.4'	1

Cortland is an excellent apple that is an old time New England favorite. New improved red strains have helped it make a come back. While it is a tip bearer it does very well on dwarfing stocks and high-density systems. It looks excellent in our Super Spindle System at the Snyder Farm.

Morris-Harding Twp.	Date	Retain	Pressure	Brix	Starch-Iodine
RedCort cortland	8/22	yes	18	11%	1

2005 Crush Workshop

September 7, 2005
Crossing Vineyards & Winery
1853 Wrightstown Rd., Washington Crossing, PA

*Presented by Penn State Cooperative Extension
Enology and Viticulture Program*

AGENDA

- 8:00-9:00 - Continental breakfast and socializing, registration confirmation, packet pick-up.
- 9:00-9:10 - Workshop Introduction, Stephen Menke
- 9:10-9:45 - Crossing Vineyards tour, background, and current winemaking strategies, Tom, Chris, and Tom Carroll
- 9:45- 10:15 - Winemakers Roundtable, tasting of 2004 niche wines, w/ strategy discussion of 2004 niche wines and planned 2005 niche wines, Regional winemakers, regional extension educators
- 10:15-10:30 - Break
- 10:30-11:00 - Harvest sampling, pre-crush management, crush sanitation, Mark Chien and Stephen Menke
- 11:00-12:00 - Update on Yeast Physiology, Nutrition and Fermentation Management, Sigrid Gertsen-Briand /Clayton Cone: Lallemand
- 12:00-1:00 - Lunch
- 1:00 - 2:00 - Update on Malolactic Nutrition and Management, Sigrid Gertsen-Briand
- 2:00- 3:00 - Coordination of Specific Yeasts with Must Conditions/Grape Variety/Wine Style, Clayton Cone/Sigrid Gertsen-Briand
- 3:00-3:15 - Enlistment of 2005-2006 yeast trials/Break, Sigrid/Clayton/ participating winemakers
- 3:15-3:30 - Break
- 3:30-4:15 - Disease management, pre-harvest and post-harvest, *Jim Travis*
- 4:15-4:30 - Post Fermentation Fining, Open Roundtable, Regional Winemakers, Sigrid, Clayton, Stephen
- 4:30-5:00 - Informal tasting of 2004 wines, social hour, departure

Wines to bring: 2004 wines made to fit customers in a specific regional niche, 3 bottles of each example for roundtable tasting.

Cost: September 2, 2005 = \$45 At session = \$55 Includes handouts, continental breakfast, lunch, breaks.

Registration - send pre-payment by September 2, 2005. Make check or money order payable to "PSCE Program Fund". Directions, local accommodations, and final agenda sent after payment. Send check, money order, or Credit Card number with name on card and expiration date to: 2005 Crush Workshop, Attn. Stephen Menke, Enology Educator, Adams County Extension Office, 670 Old Harrisburg Road, Gettysburg, PA 17325

Submitted by Jerome L. Frecon, Agricultural Agent. □

Wine Grape Growers Technical Meeting

August 25, 2005, 3:00 p.m.

Bellview Winery
150 Atlantic Street
Landisville, NJ

(directions on Bellview Website:
www.bellviewwinery.com)
(856) 697-7172

Steve Menke from Penn State University Cooperative Extension will discuss nutrient analysis and Mark Chien from Penn State University Cooperative Extension in Lancaster, PA will discuss late season viticulture. An irrigation specialist will be at this meeting.

We are fortunate to have people of this caliber join us and share their knowledge and experience. This meeting will be beneficial to both wine makers and grape growers. All are invited. The purpose of these meetings is to improve the quality of New Jersey wines by increasing our knowledge and networking. If you have any wines in question or thoughts to clarify, bring them along because we can all learn from them. Please let host Jim Quarella know how many people from your operation will be attending. □

WINE GRAPE MANAGEMENT FROM PAGE 4

- In most cases, remove apical clusters (highest on shoot for VSP)
- Remove clusters that are receiving less sunlight
- For smart-dyson trained vines, allow about 65-70% of the crop on the top canopy and 30-35% of the crop on the lower canopy to help to synchronize ripening.
- Remove an even number of clusters on each side of a bilateral vine.

*Submitted by Jerome L. Frecon,
Agricultural Agent. □*

15th Annual Great Tomato Tasting!

August 31, 2005

3:00 – 8:00 PM (rain or shine)

The Melda C. Snyder
Teaching Garden

Rutgers Snyder Research
and Extension Farm

140 Locust Grove Road
Pittstown, NJ (Hunterdon
County)

Join us in our Teaching Garden and sample the more than 70 varieties of delicious vine-ripened 'Jersey Tomatoes' that we are growing this season. It's your once a year chance to taste our annual selections of hybrid and heirloom tomatoes. It's a perfect opportunity to decide which varieties you want to grow in your garden next year, or to find out which tomatoes to look for at your local Farm Stand. Visitors will also be able to taste-test apples and peaches and vote for their favorite.

- ◆ Take a Hayride Tour of the Farm
- ◆ Rutgers University Cooperative Extension faculty, staff and Master Gardeners will be on hand to answer your gardening questions
- ◆ Tour the bed of Deer Resistant landscape plants
- ◆ Visit our hybrid and heirloom flower beds
- ◆ There will be drawings for door prizes throughout the event
- ◆ Admission is free (a \$3.00 donation is suggested to help cover program expenses)

For directions to the Farm and to RSVP please call (908) 713-8980.

Snyder Research and Extension Farm is Located 1.5 miles south of Pittstown, NJ at the intersection of Locust Grove Road and Rt. 615 (Pittstown Road). □

Sustainable Horticultural Research Twilight Meeting

Wednesday, September 7, 2005

5:30 PM – 8:30 PM

Rutgers Snyder Research & Extension Farm, Locust Grove
Road, Pittstown, NJ (Hunterdon County)

Sponsored by Rutgers Cooperative Research & Extension in cooperation with the New Jersey National Organic Farmers Association

Wagon Tour of Research Plots at the Rutgers Snyder Research & Extension Farm (Starts promptly at 5:30 p.m.)

Production Practices for Corn Mazes - Bill Bamka, Rutgers Cooperative Research & Extension (RCRE) of Burlington County

Super Slender Spindle System Apple Trial (2000 Trees/Acre) – Win Cowgill, RCRE of Hunterdon County

NC-140 2002 Dwarf Apple Rootstock Trial with Cameo and Gala - Win Cowgill

Leaf Mulch for Quality Pumpkin Production - Dr. Joe Heckman, RCRE, Specialist in Soil Fertility

Fresh Market Specialty Pepper - Bill Tietjen, RCRE of Warren County

Pumpkin Disease Control Trial for Powdery & Downy Mildew - Win Cowgill

Food & Feed Grade Soybean Trials (organic & conventional production) - Bill Sciarappa, RCRE of Monmouth County

Fall Cole Crop's Variety Trial - Dr. Mel Henninger, RCRE, Specialist in Vegetable Crops

Companion Plantings for Controlling European Corn Borer - Dr. George Hamilton, RCRE, Specialist in Pest Management and Kris Holmstrom, RCRE Program Associate, Vegetable IPM

Evaluating Sweet Corn Varieties for Northern New Jersey - Raymond Samulis, RCRE of Burlington County

Inside Program

Crop Insurance Opportunities for 2005 - 2006 - Kris Smolenski, Program Assistant, RCRE of Salem County

Peach and Apple Variety Showcase - over 50 trays of new fruit cultivars on display - Win Cowgill and Jim Beyer, Plant and Soil Science Technician

Specialty Tomato Show Case - Peter Nitzsche, RCRE of Morris County

Specialty White Potato Showcase - Dr. Mel Henninger

Things Growers Need to Consider When Handling Pesticides – Dr. George Hamilton

NJ Pesticide Re-certification Credits will be awarded at the end of the meeting.

Dinner - Sandwiches & cold salads will be provided at the end of the field tours.

Pre-registration is required to provide refreshments and have adequate room on the tours.

Register by calling or e-mailing Diana Boesch at RCRE of Hunterdon County, at (908) 788-1339 or boesch@aesop.rutgers.edu by September 5, 2005. □

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PLANT & PEST ADVISORY

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

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