

PLANT & PEST ADVISORY

FRUIT EDITION \$1.50

DECEMBER 12, 2006



INSIDE

Peach Marketing Summit II on Thursday 1

Mid Atlantic Fruit & Vegetable Convention and Trade Show - Tree Fruit Session 2

Mid Atlantic Fruit & Vegetable Convention and Trade Show - Wine Grape Session 5

Grape Expectations - A Viticultural and Enological Symposium 5

Calendar of Events 5

Current Situation in 2006 on Wine Grapes 6

Peach Marketing Summit II on Thursday

December 14, 2006

Gloucester County Office of Government Services
1200 North Delsea Drive
Clayton, NJ

Sponsored by Rutgers Cooperative Extension in cooperation with the New Jersey Peach Promotion Council

- 9:30 A.M. Registration and Refreshments
- 10:00 Welcome *Ed Gaventa, Moderator, Chair, New Jersey Peach Promotion Council, and 2nd Vice President of National Peach Council:*
- 10:10 The New Jersey Peach Industry and the role of NJDA and Jersey Fresh in its progress. *Charles Kuperus - New Jersey Secretary of Agriculture*
- 10:30 Statistical Review of the Past Five years of Wholesale Peach Movement, Peach Prices, and other data in New Jersey. *Jerome L. Frecon - Agricultural Agent, Rutgers Cooperative Extension*
- 10:45 Peach Marketing from a Food Retailer’s Perspective: Panel; *Bob VonRohr - Sunny Valley International – Moderator.*
Josiah Leet - Product Team Field Buyer. Whole Foods Co.
Jay Schneider – Assistant Sales Manager, ACME Markets
Erik Brown – Mid Atlantic Coordinator- Produce and Floral, Whole Foods Co.
Dean Holmquist, Director of Produce, Foodtown
Tim Olewnik – Produce Department Associate Manager, Whole Foods Co.
Brian Dey - Lead Retail Merchandiser , Four Seasons Produce
- 11:30 Hot Buffet Lunch – *Courtesy - Sunny Valley International.*
- 12:15 Where we have been and where are we going in the New Jersey wholesale peach business? Panel: *Jerry Frecon - Moderator*
SEE PEACH SUMMIT ON PAGE 2

Francisco Allende, - Sunny Valley International
Joe Marino, - Sun Valley Orchards
Al Caggiano, Jr. - Sunny Slope Farms of NJ
Robert Fralinger, Jr. - Fralinger Farms
TBA

- 1:00 P.M. Packaging Trends for the Fresh Marketing Peach Industry *Phil Neary, Grower Relations, Sunny Valley International*
- 1:15 Food Safety Issues, and Programs to Help Market New Jersey Peaches by *Dr. Wes Kline, Agricultural Agent, Rutgers Cooperative Extension*
- 1:45 What Major Direct Farm Retailers see as Major Issues marketing New Jersey Peaches:
Panel: Moderator *Jerry Frecon, Rutgers Cooperative Extension*
Peter Melick, Melick's Town Farm Oldwick, David G. Duffield, Duffield's Farm Market and Bake Shop
John Hurff, Wm Schober and Sons
TBA
- 2:30 Community Farmers Markets and Other Innovative Ways to Sell Produce
Daymon Williams, New Jersey Department of Agriculture
- 2:50 The New Jersey Peach Promotion Council – Where we have been and where we are going?
Ed Gaventa, Chair
- 3:15 Questions and Final Comments NJPPC Board of Directors
- 3:30 Adjourn

REGISTRATION FOR PEACH MARKETING SUMMIT
RSVP BY DECEMBER 13 TO:
ALICE ROGERS OR JEROME L. FRECON AT 856 307-6450 Ext 1
frecon@aesop.rutgers.edu
or 1200 North Delsea, Drive Clayton, NJ

Mid Atlantic Convention and Trade Show Tree Fruit Session Hershey Lodge & Convention Center Hershey, PA

TREE FRUIT SESSION

TUESDAY morning, January 30, 2007 (Aztec Room)

- Moderator: Mr. Brad Hollabaugh, President, State Horticultural Association of Pennsylvania (SHAP)
- 9:05 Invocation Mr. Jim Clark, PA
- 9:10 SHAP President's Address
Mr. Brad Hollabaugh, Hollabaugh Brothers Orchard, Biglerville, PA
- 9:15 **Labor Protection Standards.
Dr. James Harvey, Penn State Univ.
- 9:45 Industry Show & Tell
- 10:00 Development of Fruit Color for Honeycrisp and Strain Differences.
Dr. Jim Schupp, Penn State Univ.
- 10:30 Adjourn to Plenary session
- 10:45 Legislative Affairs Update for the Mid-Atlantic Region
Mr. Gary Swan, Pennsylvania Farm Bureau

KEY NOTE PRESENTATION

- 11:00 Bringing the Next Generation into the Business
Dr. Ann Dugan, Director of the Katz School of Business, University of Pittsburgh
- 12:00- 1:30 Lunch - Great Lobby and Confection Lobby (cash)
Visit Exhibitors

TUESDAY Afternoon, January 30, 2007 (Aztec Room)

TREE FRUIT SESSION

Tree Fruit Moderator: Mena Hautau, Penn State Cooperative Extension, Berks County

George Goodling Memorial Lecture

- 1:30 Competitive Ag Systems for the Mid-Atlantic
Dr. Jim McFerson, Washington Tree Fruit Research Commission
- 2:15 Industry Show & Tell

SEE TREE FRUIT SESSION ON PAGE 3

TREE FRUIT SESSION FROM PAGE 2

- 2:30 Grower Panel on Very High Density
Moderator: Dr. Rob Crassweller – Penn State University
Mr. Lee Spencer – PA
Mr. Dan Boyer – PA
Mr. Win Cowgill, NJ
Ms. Joy Cline – PA
- 3:15 Industry Show & Tell
- 3:30 * Fireblight – What’s new
Dr. Henry Nguji, Penn State University
- 4:00 Board of Directors Meeting – NJSHS – President John Hauser – Presiding
- 6:00 Grower and Convention Reception - Chocolate Lobby
- 7:00 Annual Fruit and Vegetable Growers Dinner - Aztec and Nigerian Rooms – Buffet Dinner, Recognitions, Awards (ticket required)

NEW JERSEY PESTICIDE UNITS WILL BE GIVEN AT THE CONCLUSION OF ALL TREE FRUIT, WINE GRAPE, AND SMALL FRUIT SESSIONS

**TUESDAY Afternoon January 30, 2007
FARM MANAGEMENT SESSION**

Moderator: Mr. David Wenk, Past President - SHAP

- 1:30 Examples of How to Determine When It’s Time to Replant
Dr. Jayson Harper, Penn State Univ.
- 2:15 What’s Killing Your Business
Mr. Lynn Kime, Penn State Univ.
- 2:45 What is the Mid-Atlantic Young Grower Alliance?
Ms. Sidney Kuhn, PA
Mr. Seth Boyer, PA
Mr. Nathan Milburn, MD
Ms. Jen Baugher, PA
Mr. Chris Black, MD
- 3:30 Ag Production Innovations Team Progress in 2006
Dr. Tara Baugher, Katy Lesser, and Ben Wenk, Penn State University Cooperative Extension
- 4:00 Adjourn

- 4:00 Board of Directors Meeting – NJSHS – President John Hauser – Presiding
- 6:00 Grower and Convention Reception - Chocolate Lobby
- 7:00 Annual Fruit and Vegetable Growers Dinner - Aztec and Nigerian Rooms – Buffet Dinner, Recognitions, Awards (ticket required)

NEW JERSEY PESTICIDE UNITS WILL BE GIVEN AT THE CONCLUSION OF ALL TREE FRUIT, WINE GRAPE, AND SMALL FRUIT SESSIONS

**WEDNESDAY Morning, January 31, 2007 (Aztec Room)
TREE FRUIT SESSION**

Moderator: J. Milburn, Pres. Maryland State Horticultural Society

- 9:00 *First Year Results with Area Wide Mating Disruption
Dr. Larry Hull, Penn State Univ.
- 9:45 *Title to be decided*
Ms. Nancy Foster, US Apple Association Show & Tell
- 10:05 Pennsylvania Apple Market Program
Ms. Karin Rodriguez
- 10:15 PDA Programs to Help Growers
Mr. Tom Oyler (or someone from PDA)
- 10:45 *Fruit rots background, control and alternatives.
Dr. Alan Biggs, West Virginia University
- 11:30 **Navigating the PSU Pesticide Education Web site
Dr. Kerry Hoffman-Richards, Penn State
- 12:00 - 1:30 Lunch - Great Lobby and Confection Lobby (cash)
Visit Exhibits

**WEDNESDAY Afternoon, January 31, 2007, (Aztec Room)
TREE FRUIT SESSION**

National Peach Council Moderator: Mr. John Peters
President NPC

- 1:30 Managing Troublesome Peach Insects Pests
Dr. Peter Shearer, Rutgers Cooperative Extension
- 2:00 Grower Panel on Training Peaches to Perpendicular V and Other
Moderator: Dr. Daniel Ward, Rutgers Cooperative Extension
Mr. Mark Rice, Pa

SEE WED. TREE FRUIT ON PAGE 4

WED. TREE FRUIT FROM PAGE 3

Mr. Justin Weaver, Pa
Mr. Corey McCleve, Pa
Mr. Henry Allenberg, Maryland

2:45 Industry Show & Tell

3:00 **Ernie Christ Memorial Lecture**

A Retrospective on the Changes in Peach Cultivars and the Future Bright Ones
Mr. Jerry Frecon, Rutgers Cooperative Extension

3:45 *Bacterial Spot Controls
Dr. Henry Ngugi, Penn State Univ.

4:15 Annual Business Meeting of the NJSHS – John Hauser Presiding

NEW JERSEY PESTICIDE UNITS WILL BE GIVEN AT THE CONCLUSION OF ALL TREE FRUIT, WINE GRAPE AND SMALL FRUIT SESSIONS

THURSDAY Morning February 01, 2007 (Aztec Room) TREE FRUIT SESSION

National Peach Council, Moderator: Mr. Charles Walker, Executive Director

9:00 *Chemical thinning of Peaches
Dr. Jim Schupp, Matt Harsh, Tara Baugher, Penn State University

9:45 USDA Peach Breeding Program
Dr. Ralph Scorza, USDA Kearneysville

10:15 Industry Show & Tell

10:30 Ground Cover Management in Peaches
Dr. Dan Ward, Rutgers Cooperative Extension

11:00 ****Core Presentation - PDA**

11:30 National Peach Council Business Meeting
Mr. John Peters, President

12:00 - Lunch - Great Lobby and Confection Lobby (cash)

Visit Exhibits

THURSDAY Afternoon, February 01, 2007 (Aztec Room) TREE FRUIT SESSION

Tree Fruit, Moderator: John Hauser, President NJ Hort Society

1:30 *Advances in Monitoring and Management of

Stinkbugs in Mid-Atlantic Fruit Orchards.
Dr. Tracy Leskey, USDA Kearneysville, WV

2:00 Overview of the PROFIT Organic Initiative
Dr. Jim Travis, Penn State Univ.

2:15 *Organic Methods to Manage Insects
Dr. Greg Krawczyk, Penn State Univ.

2:45 *Impact of Organic Spray Schedule on Non-Target Organisms
Dr. Christopher Walsh, Univ. of MD

3:15 *Organic Alternatives for Apple Disease Management
Dr. Jim Travis, Penn State Univ.

3:45 *Organic Apple Thinning Techniques
Dr. Jim Schupp, Penn State Univ.

4:00 Adjourn – Hope to see you in 2008

NEW JERSEY PESTICIDE UNITS WILL BE GIVEN AT THE CONCLUSION OF ALL TREE FRUIT, WINE GRAPE AND SMALL FRUIT SESSIONS

Information on preregistration is available by contacting Jerome L. Frecon at 856 307-6450 Ext 1 or gloucester@aesop.rutgers.edu. Full registration is also available at the web site of RCE of Gloucester County at <http://gloucester.rce.rutgers.edu>

Mid Atlantic Convention and Trade Show Wine Grape Session

Hershey Lodge & Convention Center
"The Family Farm – Competing in the
World Marketplace"

**TUESDAY morning, January 30, 2007 (Empire
Room CD)**

WINE GRAPE SESSION

Moderator: TBA

- 9:00 AM Grape Berry Moth - Andrew Muza and
Micheal Saunders, Penn State Coopera-
tive Extension
- 9:45 Organic Insect Control – Ann Thrupp,
Fetzer Vineyards, Medicino, California
- 10:30 Move to Aztec & Nigerian Rooms
- 10:45 Legislative Affairs update for the Mid Atlantic Region – Gary
Swan, Pennsylvania Farm Bureau



KEYNOTE PRESENTATION

- 11:00 Family Relationships in the Family Business and Bringing the
Next Generations.
Dr. Ann Dugan, Director of the Katz School of Business,
University of Pittsburgh

12:00-1:30 PM Lunch - Great Lobby and Confection Lobby
Visit Exhibitors

- 1:30 * Controlling Mites in Vineyards – Alice Wise, Cornell Univer-
sity Cooperative Extension.
- 2:00 * Japanese Beetle and Yellow Jacket Control – Peter Shearer,
Rutgers Cooperative Extension
- 2:30 * Grape Root Borer Control – Martin Keen, Landey Vineyards
- 3:00 Industry Show and Tell
- 3:15 ** Insecticide Use Issues: Resistance, Spraying, Non-target,
Safety, etc.

To Be Announced

- 3:45 Questions and Answers
- 4:15 Adjourn
- 4:15 Board of Directors of New Jersey State Horticultural Society –
John Hauser, Presiding
- 6:00 Fruit & Vegetable Gower Reception – Chocolate Lobby
- 7:00 Annual Fruit & Vegetable Growers Dinner Aztec & Nigerian
Rooms – Buffet, Recognition,
Awards, (Tickets must be purchased)

* NJ PESTICIDE APPLICATION UNITS WILL BE GIVEN AT THE CON-
CLUSION OF ALL TREE FRUIT, WINEGRAPE AND SMALL FRUIT
SESSIONS

Pregistration information is available by contacting Jerome L. Frecon 856
307- 6450 Ext 1 or at gloucester@aesop.rutgers.edu. Full details are also
available at the RCE of Gloucester County:
<http://gloucester.rce.rutgers.edu>.

GRAPE EXPECTATIONS – A Viticultural and Enological Symposium

Saturday, February 24, 2007
Foragate Country Club
Jamesburg, NJ

CONTACT: Dr. Gary C. Pavlis, Rutgers
Fruit Research & Extension Center, 283
Route 539, Cream Ridge, NJ 08514.
Phone: 609-758-7311, X10, FAX: 609-
758-7085, creamridge@aesop.rutgers.edu.

Calendar of Events

December 14, 2006 - Peach Marketing
Summit II, 9:30 a.m. to 3:30 P.M.,
Gloucester County Office of Government
Services – Auditorium. Preregistration
required. Contact: Jerome L. Frecon 856
307-6456 Ext 1 frecon@aesop.rutgers.edu
<http://gloucester.rce.rutgers.edu>

January 31, February 1,2, 2007 - Mid
Atlantic Fruit and Vegetable Convention
and Trade Show. Tree Fruit, Small Fruit,
and Wine Grape Sessions. Hershey Lodge
and Convention Center, Hershey, PA.
Preregistration preferred. Contact Jerome
L. Frecon 856 307-6450 Ext 1
gloucester@aesop.rutgers.edu
<http://gloucester.rce.rutgers.edu>

February 24, 2007 - Grape Expectations –
A Viticultural and Enological Symposium,
Foragate Country Club, Jamesburg, NJ.
Contact: Dr. Gary C. Pavlis, Rutgers Fruit
Research & Extension Center, 609-758-
7311, X10, creamridge@aesop.rutgers.edu

February 27, 2007 - South Jersey Fruit
Meeting and Trade Show, Gloucester
County Office of Government Services –
Auditorium, 1200 North Delsea Drive
Clayton, N.J. Preregistration required.
Contact Jerome L. Frecon 856 307-6450
Ext 1 gloucester@aesop.rutgers.edu
<http://gloucester.rce.rutgers.edu>

Current Situation in 2006 on Wine Grapes

Tony K. Wolf, Viticulture Extension Specialist,
AHS Jr. Agricultural Research and Extension
Center Virginia Cooperative Extension, Win-
chester, Virginia

Source: *Vineyard and Winery Information Series:
Viticulture Notes, Vol. 21 No. 5, 2006*

Vintage Notes: September and October turned into the two busiest months of my year, which is the principal reason for the tardiness of this VN issue. But there's much to show for the effort with data collected from several on-going projects, two new projects started here at Winchester, and final revisions made to the *Wine Grape Production Guide for Eastern North America*. Superseding the *Mid-Atlantic Wine Grape Grower's Guide*, this 16-chapter production guide should hit the street around March of 2007. And, of course, we had a harvest to get through, just as most of you did.

Our vineyard visits and volunteered summaries of harvest paint a *reasonably* favorable picture of harvest grape quality throughout the state, although as in every vintage there were exceptions and disappointments. A very dry and unusually hot July and August led us to hope for a quick, dry harvest. Ernesto dashed that hope at the end of August. September and October experienced repeated showers with 4.9 inches of rain accumulated in September and 3.8 inches in October at the Winchester vineyard. The total amount of rain was not particularly excessive, but the frequency was aggravating – two steps forward and one step back. Despite the rains, we had many reports of excellent fruit quality and the whites (Chardonnay, Viognier and Traminette) in our own training system block were of very high quality at harvest from the standpoint of flavors and freedom of rot. Late-maturing reds had more of a struggle. Some growers who were not on top of their downy mildew program suffered from the repeated infection periods and favorable weather for downy development. Wildlife, especially birds, hornets, wasps and yellow jackets (we'll call them bees), seemed more problematic this year. We netted our Blackstone variety trial this year and had a good handle on the raccoon problem, but the "bees" took a high toll there. In the end, the 2006 vintage generally illustrated what worked and what hurt in attaining a goal of high fruit quality.

What helped:

- well drained, low to moderate fertility soils
- good match of variety to environment
- irrigation and nutrients applied as necessary to optimize vine performance
- superior canopy management, including no more than about 4 shoots per foot of canopy, good cluster

exposure throughout the season and a *progressive* program of leaf thinning around fruit clusters to progressively expose clusters as the summer heat and daylength wane

- a superior disease management program
- modest crop levels. What's "modest"? For *well-managed vines* (first 5 points apply), a good working range is 1.5 to 2.0 pounds of fruit *per foot of canopy*, with the lower value favored for divided canopy systems and late-maturing reds. This range will generally work across a wide range of planting densities.

What hurt:

- negligence on overall disease management program
- excessive crop
- split- and rot-prone varieties
- poor luck. Goes without saying, but hail and other misadventures affects even the best growers at some point

Some varieties are more prone to overcropping than are others. We had very good fruit set at Virginia Tech's Blackstone vineyard and managed to grossly overcrop varieties such as Tannat and Mourvedre, both of which had huge clusters (nearly a pound each on average).

None of this should be particularly surprising to seasoned growers; it's just that a challenging vintage season magnifies the problems inherent with less than perfect vineyard management.


There were more "grapes for sale" advertised this year than in past, and the reasons were probably varied. We won't know the total Virginia tonnage of 2006 until the figures are compiled, but my guess is that 2006 may surpass the 5600 tons harvested in 2005. Virginia producers should have received a crop production questionnaire from VDACS within the past several weeks. If not, please contact the Virginia Field Office of the National Agricultural Statistics Service in Richmond (800-899-8566) and ask for the Virginia Grape Production Survey. Your data – even if your vines are not yet of bearing age – are important for illustrating industry growth and development and, ultimately, leveraging greater state and local resources for continued support. It makes perfect sense to complete these annual assessments.

There were examples of powdery mildew and downy mildew to be found in the state, but the reasons for outbreaks appeared to be more due to negligence than to possible fungicide resistance issues. That said, we can't afford to relax our resistance management strategies. Pierce's Disease, which has historically been an Eastern Shore and southeast Virginia problem, has moved much further west and north. Surveys done by Virginia Tech researchers in early October revealed positive PD-affected grapevines as far north as Richmond and as far west as Amherst County. Pierce's Disease will be one of the topics on the Virginia Vineyards Association's winter meeting (8-10 February 2007).

Submitted by Jerome L. Frecon, Agricultural Agent. □

FIRST CLASS
POSTAGE PAID
PERMIT #576
MILLTOWN, NJ 08850

NJ AGRICULTURAL EXPERIMENT STATION
RUTGERS
COOPERATIVE RESEARCH & EXTENSION
Plant & Pest Advisory
Rutgers' Cook College
18 College Farm Road
New Brunswick, N.J. 08901-8551



PLANT & PEST ADVISORY

FRUIT EDITION - CONTRIBUTORS

RCRE Specialists and Program Associate

George Hamilton, Ph.D., Pest Management
Norman Lalancette, Ph.D., Plant Pathology
Bradley A. Majek, Ph.D., Weed Science
Peter Oudemans, Ph.D., Small Fruit Plant Pathology
Cesar Rodriguez-Saona, Ph.D., Cranberry/Blueberry Entomology
Peter W. Shearer, Ph.D., Entomology
Daniel Ward, Ph.D., Pomology
Gail Lokaj, Program Associate in Pomology

NJAES/Cook College

Joseph Goffreda, Ph.D., Breeding

RCRE 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)
Passaic, Elaine F. Barbour, Agric. Assistant (973-305-5740)
Warren County, William H. Tietjen (908-475-6505)
Fruit IPM, Dean Polk (609-758-7311)
Atanas Atanassov, Ph.D., Program Associate (908-788-1338)
Gene Rizio, Program Associate (856-566-2900)
David Schmitt, Program Associate (856-307-6450)

Newsletter Production

Jack Rabin, Associate Director for Farm Services, NJAES
Cindy Rovins, Agricultural Communications Editor

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

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