

RUTGERS

New Jersey Agricultural
Experiment Station

PLANT & PEST ADVISORY

a seasonal management newsletter available in four editions:

- ❖ Vegetable Crops (weekly) ❖ Fruit (weekly)
- ❖ Landscape, Nursery & Turf (biweekly)
- ❖ Cranberry (biweekly)

2012 Season

- ✓ Stay informed of insect and disease advisories
- ✓ Get the latest information on your crop and region
- ✓ Reduce costs through IPM and more effective use of pesticides
- ✓ Learn effective cultural practices and the latest results of New Jersey crop research
- ✓ Improve storage/handling procedures. Learn new marketing techniques and opportunities
- ✓ Be informed of upcoming meetings, seminars and trainings

The Plant & Pest Advisory is a cooperative effort between New Jersey county agents, research specialists, growers, landscapers and the agricultural services industry. This publication provides you with the most timely information on your growing problems and IPM needs.

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Plant & Pest Advisory

SEBS Office of Communications
Rutgers, The State University of New Jersey
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New Brunswick, N.J. 08901-8554

What's the Plant & Pest Advisory worth to your operation?

Here's what readers have to say:

(responses from Plant & Pest Advisory Reader Survey)

"This advisory with weekly IPM scouting has saved us thousands of dollars."

"It often helps lick the problem on the onset, making a much more marketable product."

"IPM practices have reduced pesticide costs 20 – 25%."

"We use a lot more horticultural oils vs. higher costing insecticides."

"Saving of time spent researching pest and application needed or not."

"We're saving customer's plants from destruction thus saving them replacement costs and saving our reputation."

"Through suggested timing of insect and fungus monitoring we are able to better manage our nursery."

"Less spraying and timely spraying equals thousands of dollars saved."

"Knowing what varieties to use and what varieties to stay away from."

"Reduced usage by \$3000, Increased crop production \$8000, Reduced fertilizer input \$1000."

"By getting timely information I knew early what to look for. When it's easier and cheaper to control – this could add up to over \$100,000 in lower costs and crops saved."

For back issues of the Plant & Pest Advisory visit our web site at:
<http://njaes.rutgers.edu/pubs/plantandpestadvisory>.

Cooperating Agencies: Rutgers, The State University of New Jersey, U.S. Department of Agriculture and County Boards of Chosen Freeholders, Rutgers Cooperative Extension and the Rutgers-Kennedy Agricultural Experiment Station. Rutgers Cooperative Extension is an equal opportunity program providing services.

PLEASE FILL OUT SECTIONS BELOW:

1 I'd like to receive the newsletter starting early Spring 2012:
_____ by mail _____ by e-mail (same day)

2 CHECK WHICH EDITION(S) : mail e-mail
____ Landscape, Nursery & Turf (16 issues) . . \$32 \$20
____ Vegetable Crops (29 issues) \$58 \$36
____ Fruit (33 issues) \$66 \$40
____ Cranberry (10 issues) \$20 \$13
TOTAL ENCLOSED \$ _____

3 BUSINESS NAME _____

TO WHOSE ATTENTION _____
FIRST NAME LAST NAME

ADDRESS _____

CITY, STATE, ZIP _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

COUNTY _____ PHONE (____) _____

E-MAIL ADDRESS _____
(FOR E-MAIL SUBSCRIPTIONS) PLEASE PRINT CLEARLY

4 PAYMENT - CREDIT CARD (NOTE: THIS TRANSACTION WILL BE CHARGED TO "SOIL TESTING LABORATORY" ON YOUR STATEMENT.)

NAME ON CARD _____

TYPE OF CARD: MASTER CARD VISA DISCOVER

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(ON BACK OF CARD)

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5 PAYMENT - CHECK PAYABLE TO: Rutgers, The State University of NJ

MAIL PAYMENT TO:
Rutgers Snyder Research & Extension Farm
Plant & Pest Advisory
140 Locust Grove Road
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