



# The Blueberry Bulletin

## *A Weekly Update to Growers*

August 13, 2024

Vol. 40, No. 21



- ❖ Visit the Blueberry Bulletin webpage at [njaes.rutgers.edu/blueberry-bulletin](https://njaes.rutgers.edu/blueberry-bulletin)
- ❖ The 2024 Commercial Blueberry Pest Control Recommendations for New Jersey is available on <https://njaes.rutgers.edu/pubs/>

## BLUEBERRY CULTURE

*Dr. Gary C. Pavlis, Ph.D., Atlantic County Agriculture Agent*

The blueberry season is over and many growers were not happy with the results. During my travels to all the farms in the area I was reminded that many blueberry farms sell a small percentage of their crop retail to a loyal following of customers. I would like to make a suggestion with regard to this part of the market. It is well known to growers that we in New Jersey basically grow three varieties of blueberries, the "Duke", "Bluecrop", and "Elliott". "Duke" has many attributes such as high yields, late flowering, and firmness but as anyone knows, great flavor is not one of its greatest attributes. "Bluecrop" is highly adaptable to many soil types, yields well and its flavor is good. "Elliot", on the other hand, is a very good producer, it is firm, attractive, and quite anthracnose resistant but its flavor is mediocre at best. I was told long ago by a marketing exec that to ignore a segment of the market eventually will come back to bite you. It makes sense to provide the best blueberries possible to this small retail market by producing blueberries that are superior in flavor. Most of these varieties are well known

but not grown in New Jersey because they are not suited to mechanical harvesting, are not firm thus are not suitable for shipping, or are not high yielding. All of these factors are not important for that small retail market. The number one criteria for this market is flavor which is what these customers are looking for and will pay a premium price for. Varieties such as "Spartan" (very large fruit and early), "Ivanhoe" (incredible flavor, mid-season), "Chandler" (very large fruit and excellent flavor), "Herbert" (very large fruit with excellent flavor), "Darrow" (my favorite flavored blueberry and very large fruit), "Elizabeth" (considered by many to be the best flavored blueberry anywhere), and "Legacy" ("Elizabeth" is one of its parents thus excellent flavored and a release from USDA in New Jersey) are all great options for the retail market. I would go so far to say that these are the Gourmet varieties. A grower won't plant 100 acres of these varieties but a row of each will be highly appreciated by your clientele.

  
Gary C. Pavlis, Ph.D.  
Atlantic County Agricultural Agent

## PEST MANAGEMENT

*Dr. Cesar Rodriguez-Saona, Extension Specialist in Blueberry Entomology, Rutgers University*

*Dr. Janine Spies, IPM Agent – Fruit*

*Carrie Mansue, Senior Program Coordinator – Fruit*

See the table below for trap data for the week of Aug 4<sup>th</sup> – Aug 10<sup>th</sup> from Burlington and Atlantic Counties.

There has been an increase in the number of spotted-wing drosophila (SWD) males caught in traps, despite the fact that most fields have already been harvested. However, trap counts indicate that overall insect pest activity in the fields remains low at this time. We will continue monitoring for second-generation sharp-nosed leafhopper (SNLH) adults to determine the appropriate timing for control measures.

Week Ending	SWD		OB		BBM		SNLH	
	Avg	Max	Avg	Max	Avg	Max	Avg	Max
6/7	19.75	64	300.81	2025	0.037	2	0.0173	0.2
6/15	28.31	100	707	4050	0.20	15	0.18	3.00
6/21	33	164	2986	15525	0.04	4	0.18	4
6/29	71.72	300	5800	16875	0.05	6	0.10	3.00
7/6	38.82	405	3239	16000	0.02	2	0.02	1.00
7/13	23.36	117	2654	16000	0.08	2	0.04	1.00
7/19	54.46	390	688	8100	0.02	2	0	0
7/26	27.37	137	190.18	2025	0.01	1	0.09	3
8/3	14.09	42	142.86	2025	0	0	0.28	7
8/10	20.83	198	84.71	675	0	0	0	0

SWD = Spotted-Wing Drosophila, OB = Oriental Beetle, BBM = Blueberry Maggot Fly, SNLH = Sharp-nosed Leafhopper

**Scale Traps.** Scale traps have been set to monitor for second-generation crawlers. Data collection will begin next week, with reports on the second generation to follow.