President’s Message

2012 and its data are about ready for the record books as the year draws to a close. From comments I have heard from growers across the state this year, it has been ‘the best of times’ and ‘the worst of times’ depending on where one lived. It was wonderful to get high prices for fruit and to have it flow out the door…if one had a crop. I can say only one thing for certain about this years’ crop—and that is that next years’ crop will not be the same! Often I have discussions with my older son who is working as an energy consultant but find that I am typically on the losing end, at least of knowledge because I have far less time to keep updated than he. After my last defeat he wisely told me to always frame things historically because it makes everything seem less apocalyptic. May growers who feel at the end of their rope this year find ways to hold on long enough to keep their history going.

Continuing on history, the SHAP history book had some interesting comments from 1927. In a talk on “Recent Tendencies in Eastern Marketing” it was noted that the increase in shipment by motor truck is one of the most striking of the changes. Also, packaging was changing. President Sheldon Funk said “I think 1927 has proven very conclusively that the proper package for the eastern grower is the bushel basket, not the three bushel barrel”. Interestingly, the current cost of that wooden bushel is about equal to the price a grower received for the bushel of apples in 1927. Yet still there is delight as there are many times I pull apart a bushel from the one below it and reveal yet another beautiful design of wood. Simple pleasures.

A humorous account happened during the 1907 meeting. J.H. Hale was speaking at length on “Money in Peach Culture” when there was a commotion at the back of the hall. He continued with an explanation, “So there is a rat going across the floor back there. I think I have talked so that the rats are coming after me; it is time to quit”. Hopefully we can keep them out of the Nigerian and Trinidad rooms in Hershey this year because there is a great line up of speakers and topics for the 2013 Mid-Atlantic Fruit and Vegetable Convention. For instance, have you ‘Got Milk?’ or perhaps been curious where that ad line originated? Jeff Manning, a nationally acclaimed marketing leader specializing in reigniting and revitalizing mature brands and categories will be presenting the keynote address on Tuesday morning. He is credited for making Got Milk? into one of the best known, most influential campaigns in advertising history. Plan now to attend the convention January 28-31 in Hershey. The gift shop at the Hershey Lodge always has fun new...
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knickknacks to look at, and if you bring a lot of people with you and stay at the Lodge, then check in for everyone and either keep all the Hershey bars you get for yourself or sell them to me.  Oops, I blew my cover.  Until now you all probably thought I was a serious fruit grower with no interest in shopping or candy.  Mistaken.

Wishing everyone a Blessed Holiday season!

Carolyn McQuiston

Editorial Views
By Dr. Rob Crosswell

“November of Meetings”

November, to most people, brings thoughts of Thanksgiving, the upcoming winter holidays and deer season. For me it was a month of winter meetings. These meetings were a time to connect with my various colleagues from across North America and compare notes on our common research projects. This month was unusually busier than normal since I took advantage of not teaching the tree fruit course this fall.

The month began with a trip to Portland, Maine to participate in a meeting on the eXtension Apple Rootstock and Cultivar project. We have talked about this at the meetings in Hershey as well as during regional fruit meetings. This is a project involving seven eastern U.S. states to develop a comprehensive web site on all the current information on apple rootstocks and varieties (cultivars). It was funded by the last Farm Bill’s Specialty Crop Research Initiative funds. To see the progress to date go to www.extension.org/apples There will be a few more additions to the web site in the next few months.

Tacked directly onto this meeting was the NC-140 Regional Research Project on tree fruit rootstocks. This project has been in existence since the late 1970’s. Originally started just for apple rootstocks, it has grown to encompass all tree fruit rootstocks. One of the best parts of this meeting is hearing the reports from all the cooperators on how trees are performing in their regions. I started attending this meeting back in 1981 and over the years mingled and learned from the recent giants in tree fruit research such as Dave Ferree, Mel Westwood, Roy Rom, and Dick Norton. Currently, the participants are the leaders in pomology that represent the broad depth across the U.S. and Canada. We currently have several rootstock trials that are ongoing. To look at the current and past projects go to www.nc140.org There you can see lists and links to past publications on various plantings. We are currently planning to set out another apple trial in 2014 to look at the Vineland rootstock series. This series has improved cold hardiness as well as resistance to fire blight. The scion cultivars will be Aztec Fuji and Honeycrisp. I hope to establish a smaller version of the larger planting with both Fuji and Honeycrisp.

The following week, I attended the NE-1020 Regional Research Project meeting on Wine Grape Varieties. Again, those in attendance represented a broad swath from across the U.S. wine grape regions. It had been a while since I covered wine grapes many years ago, therefore, this was also a learning opportunity. We met in Mystic, CT. We compared our notes on how the different wine varieties were performing in our diverse climates. We had time to tour three vineyards to see how the growers were producing their grapes. The wine industry although small, has been very vocal across the country as people proclaim the health benefits of moderate wine consumption.

Finally, I was invited out to speak at the Idaho Horticulture Society meeting in Nampa, ID, just outside of Boise. I had a chance to see some of their orchards and training systems. The Idaho fruit industry is an extension of the Washington climatic conditions of a high desert needing irrigation with only about 10 inches of rainfall per year. They are primarily growing fresh fruit cultivars with an emphasis on Fuji, Gala, Pink Lady and Golden Delicious although they still grow some Rome Beauty and a few older varieties.

The travel can be tiresome, especially with the overcrowded airplanes. However, it does provide for learning of the latest results in pomology and it helps strengthen personal relationships with other pomologists. The number of pomologists continues to dwindle and we need to keep all the contacts we possibly can.

I am looking forward to one more set of meetings. The end of January will mark the 154th meeting of the State Horticultural Association at the Mid Atlantic Fruit and Vegetable Convention. February will then kick off our regional winter educational meetings. I hope to see many of you at these meetings.

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The presidential election resulted in a second term for President Obama, who earned 303 electoral votes and a small majority of the popular vote based on results available at the time this article was prepared. (Florida’s 29 electoral votes were still undecided.) In Congress, the Republican majority was maintained in the House and a Democrat majority held in the Senate.

Pennsylvania also sent Senator Bob Casey back for another term of office. Results in PA were typical with the most populous regions in the eastern and western parts of the state voting with a Democrat majority and most of the rest of the state voting Republican. However, PA’s 20 electoral votes were clearly designated to the Democrat party with a five point margin in the popular vote.

In Mitt Romney’s graceful concession, “he summoned all Americans to pray for Obama and urged the night’s political winners to put partisan bickering aside and ‘reach across the aisle’ to tackle the nation’s problems.” (AP, Washington, 11/07/2012)

The country has spoken. However, the critical need for our grassroots work to educate our representatives and lobby for important Agricultural issues has not changed.

NEARLY $1 MILLION IN FEDERAL GRANTS AWARDED TO HELP SPECIALTY CROP INDUSTRY GROW

Twenty-one Pennsylvania projects were recently awarded nearly $925,000 in federal grants to increase the visibility and market share of the state’s produce, nursery, horticultural and nut products. The federal grants are part of the U.S. Department of Agriculture’s Specialty Crop Block Grant Program, which was authorized under the federal Farm Bill.

The 21 funded projects address a range of priorities in the agriculture industry, including food safety, marketing, nutrition and sustainability. Grant recipients are selected by a state-appointed specialty crop advisory board and approved by the state agriculture secretary. Applications are then collectively submitted for approval to the U.S. Department of Agriculture’s Agricultural Marketing Service.

Some of the grant recipients included

- The American Mushroom Institute: $25,000 for grower food safety education and training and $40,000 to expand the use of mushrooms in school meal programs;
- The Pennsylvania Apple Marketing Board: $20,000 to promote Pennsylvania apples;
- The Pennsylvania Vegetable Marketing and Research Program: $20,000 to promote Pennsylvania produce and $30,000 to increase strategic partnerships to grow the industry;
- More than $439,000 was awarded to the Pennsylvania Department of Agriculture’s bureaus of food distribution, food safety, market development and plant industry.

The grants will allow these bureaus to promote best agricultural practices, continue outreach and educational support of Good Agricultural Practices, support the PA Preferred® branding program and ensure the health of Pennsylvania’s tree fruit industry.

For a complete summary of grants, visit www.ams.usda.gov/scgp.

2012 CENSUS OF AGRICULTURE TO BE MAILED SOON

Starting in December, farmers across Pennsylvania can expect to see 2012 Census of Agriculture forms arriving in their mailboxes. Conducted every five years by the U.S. Department of Agriculture, the Census of Agriculture is a complete count of the nation’s farms and ranches, and the people who operate them. Participation by agriculture producers is crucial.

Results from the Census are used by USDA and other organizations to develop programs and strategies for the agriculture industry. Results will be used in considering future farm programs, transportation and telecommunications infrastructure, rural economic development, conservation programs and new agriculture technologies.

Additionally, Census data is used by companies and cooperatives to determine locations of new agriculture facilities and by lawmakers when determining farm policies and program. Census questionnaires will be mailed to farm and ranch owners in late December, with forms due back Feb. 4, 2013. Producers can complete the forms by mail, or through a secure website at www.agcensus.usda.gov.

Information provided by producers is kept confidential and data is only used for statistical purposes.

GOVERNOR CORBETT SIGNS LEGISLATION UPDATING STATE VEHICLE CODE

Pennsylvania’s farmers have gained substantial relief from long-standing problems associated with locally operated agricultural vehicles now that Governor Corbett has signed legislation to update the state vehicle code. This legislation allows farmers to legally move their farm vehicles to various farm or field sites.

Additional safety measures will also be required under

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certain conditions as part of the updated vehicle code. This legislation was supported by farmers across the state and PFB. Many companies have already met the new requirements for safety features on their equipment for road travel.

The changes to the vehicle code were accomplished through Senate Bill 390 and House Bills 2371 and 2372. The legislation increases the width allowance for farm implements of husbandry to 16 feet, increases the distance farm equipment and trucks that are used primarily around the home farm can travel from 25 miles to 50 miles and increases the distance a multi-purpose agriculture vehicle, such as a four-wheeler, can travel from two miles to five miles.

APPLE CIDER PRICES SPIKING DUE TO CROP LOSSES FROM SPRING WEATHER IN PARTS OF US
Pennsylvania supermarkets are selling the apple cider for as much as $5.99 a gallon, up $1 or $2 over last year. Other stores like Target are selling half-gallons for $3.99.

The reason for the price spikes has to do with the unusually warm spring weather that sent fruit trees into early bloom followed by a frost that zapped tree buds.

In some prime apple growing parts of the country, orchard owners lost a big bite out of their crops. About 90 percent of the apple crop in Michigan was hit and about 50 percent was wiped out in New York.

Additionally, Pennsylvania’s apple crop — with the exception to the northern part of the state where some apple orchards experienced frost damage — looks great, said Karin Rodriguez, executive director of the Pennsylvania Apple Marketing Program. In fact, this year’s apple production in Pennsylvania is up over last year. It’s estimated the state will produce about 11 million bushels this year, Rodriguez said.

Still, it doesn’t erase the fact that there remains a huge apple shortage on the East Coast. Demand is now sending apple prices soaring, and it remains to be seen whether it will stop shoppers from their cider purchases this holiday season.

AMERICAN FARM BUREAU PUSHES CAPITAL GAINS REFORM
Farm Bureau is calling on Congress to reform capital gains taxes because it deters young farmers and ranchers from pursuing careers in production agriculture. The cumbersome tax makes it difficult for current farmers to pass on their operations to the next generation, AFBF said in a statement to the House Ways and Means and Senate Finance Committee’s joint hearing on tax reform.

Capital gains taxes apply when land and buildings from a farm or ranch are transferred to a new or expanding farmer while the owner is still alive. This occurs when a farmer wants to expand an operation to take in another family member, or when retiring farmers seek to sell their business to a beginning farmer.

The added tax burden increases the chance that farm and ranch land will be sold for uses other than agriculture. Top capital gains tax rates will increase from 15 to 20 percent next year. Farm Bureau supports a permanent extension of the 15 percent rate.

COURT ARGUMENTS PRESENTED ON AFBF/PFB LAWSUIT AGAINST THE EPA
Attorneys for the American Farm Bureau Federation and Pennsylvania Farm Bureau presented arguments before Judge Sylvia H. Rambo in Federal District Court in Harrisburg recently to challenge the Environmental Protection Agency’s Chesapeake Bay cleanup plan.

Farm Bureau and other agriculture organizations are challenging the EPA’s authority to dictate how states will achieve water pollution reductions through the use of a “Total Maximum Daily Load” (TMDL) in the Chesapeake Bay. Farm Bureau attorneys argued the federal Clean Water Act gives states, not the federal government, the power to decide how pollution reductions in the bay will be met.

Attorneys for Farm Bureau argued the Chesapeake Bay model used by the EPA to support the TMDL is flawed, and the EPA failed to provide sufficient information on the model during a legally required public comment period.

Attending the session to show support were more than 30 PFB members, Farm Bureau staff from Pennsylvania and neighboring states, and AFBF. Farm Bureau filed suit against the EPA in January 2011, shortly after the EPA released its TMDL plan.

PENNSYLVANIA FARM BUREAU PRODUCED SHOW TO AVAILABLE ON PFB WEBSITE
A half-hour program, featuring Pennsylvania Farm Bureau members discussing the importance of youth in agriculture, is available on PFB’s website at www.pfb.com. The show originally aired nationally on RFD-TV.

“Voices of Agriculture” tells the story of young people who have pursued, or are considering, careers in agriculture. While they come from different backgrounds, and commodity areas, each of the farmers profiled became interested in agriculture as either youths or young adults.

The show also touched upon an attempt by the federal Department of Labor to change the types of tasks youth were able to perform on farms. Had those changes gone through, it would have had a devastating impact on the ability to train and prepare the next generation of farmers.

USFRA UNVEILS FOODSOURCE ONLINE INFORMATION DESTINATION
The U.S. Farmers & Ranchers Alliance has unveiled USFRA FoodSource. The online resource was designed to provide accurate information about food in a one-stop

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USFRA recognizes that consumers have questions and want to learn more about how their food gets from the farm to their plate,” said Bob Stallman, chairman of USFRA and president of the American Farm Bureau Federation. “With so much information available to consumers today, we wanted to create one destination that compiled factual and unbiased information on food production. This new site, USFRA FoodSource, provides these resources and also adds the voice of farmers and ranchers responsible for raising and growing the food we eat.”

USFRA FoodSource can be found at www.fooddialogues.com.
Winter Educational Meetings for Fruit Growers

Program Highlights

- Management Strategies for Apple Scab, Powdery Mildew, Brown Rot and Bacterial Spot
- The Impact of BMSB Management on IPM Systems in Fruit Orchards
- Managing Perennial and Other Hard-to-Control Weeds in New and Established Pome and Stone Fruit Orchards
- Adjusting Orchard Practices to Climate Changes
- Pesticide Applicator Training

Pre-registration, pesticide license certification, and fee information available from contact person in each region.

This publication is available in alternative media on request.

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Gen X and Gen Y Moms’ Attitudes and Beliefs Related to the Purchase and Consumption of Apples 2010-2011

Since 2007 Produce for Better Health Foundation (PBH) has conducted an annual in-depth survey of over 1,000 Moms as one way to continue to learn about their attitudes and beliefs, buying patterns, and preferences towards fruit and vegetables. In 2010 & 2011, the survey included questions about specific fruits and vegetables and purchasing behavior. In addition, PBH purchased National Eating Trends data in 2010 and there were some useful insights about specific fruits and vegetables. This document summarizes research from these studies specific to apples.

Definitions:
Gen X Mom - Born between 1965 and 1979, has children under the age of 18 living at home.
Gen Y Mom - Born between 1980 and 1990, has children under the age of 18 living at home.

Results:
In 2010, apples ranked as the favorite fruit of Gen X and Gen Y Moms and their families’ (32% and 28% respectively).

When thinking of their (or their families’) favorite fruit, about half of all Moms (Gen X and Gen Y) tend to be Bargain Shoppers. The characteristics of a Bargain Shopper are:
- Likely to travel 15 or 30 minutes further away in order to obtain a discount (25% or 50%) on their favorite fruit.
- Unlikely to pay a premium (25% or 50%) to purchase their favorite fruit at a store conveniently located near their home or workplace.

30% of Gen X Moms identified themselves as Convenience Shoppers. The percentage of Gen Y Mom identifying themselves as Convenience Shoppers was a little less (24%).

The characteristics of a Convenience Shopper are:
- Likely to pay a premium (25% or 50%) to purchase their favorite fruit at a store located close to their home or workplace.
- Unlikely to travel 15 or 30 minutes further away for a discount (25% or 50%).

Both Gen X and Gen Y Moms are more willing however to purchase the favorite fruit of their children regardless of price. 45% of Gen X Moms and 42% of Gen Y Moms will often or always buy their child/children’s favorite fruit even if it is only available at twice the cost of the normal price.

When Gen X and Gen Y Moms were asked if they bought less, more or about the same amount of apples in the past three months, compared to one year earlier:
- 47% reported buying more
- 49% reported buying about the same
- 4% reported buying less

The main drivers of the increased purchase were:
- Family preference (82%)
- Nutrition (57%)
- Readily Available (53%)
- Taste (50%)
- Ease of preparation (37%)

But the following reasons were also given for the increased purchases:
- Easy to pack
- Long shelf-life
- Healthy
- In season
- Weight control
- Kids love them

The main drivers of the decreased purchases were:
- Cost (41%)
- Family doesn’t like them (23%)
- 6% said they were decreasing purchases because of concern about pesticide residue.

Other reasons for buying fewer apples were
- forgetting to buy,
- not craving
- wanted something different.

(From Produce for Better Health Foundation http://www.pbhfoundation.org/about/res/pbh_res/)

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United Fresh Offers State Fruit and Vegetable Profiles

By T. Karst

The Washington, D.C. - based United Fresh Produce Association released updated state profiles and distributed the information to members of Congress at the Oct. 1-3 Washington Public Policy Conference. The state profiles are available for free online at http://www.unitedfresh.org/newsviews/state_profiles.

For example, the state profile for California shows the state’s fruit, tree nut and berry producers have 40,261 farms and 2.87 million acres, valued at more than $11 billion. More than 3,800 grower of vegetables, potatoes and melons farm 969,000 acres, with a value near $5.4 billion. The state has more than 2,300 produce shippers, wholesalers and other produce business, the United Fresh state profile estimated. Total industry employment for California topped 518,000 full-time jobs, according to the profile.

“The state profiles highlight the impact that the fresh produce industry has on the health and economy of every state in the country,” Robert Guenther, United Fresh senior vice president of public policy, said in a news release. “Last week, Washington Public Policy Conference attendees delivered this data to their senators and representatives to drive home the importance of passing a Farm Bill, and we encourage members to refer to these profiles in their advocacy efforts.” The state profiles also share the extent of Farm Bill Specialty Crop Block Grants, Women, Infants and Children program funding and funding allotment for the Fresh Fruit and Vegetable Program, according to the release.

The state profiles detail the effect of adult and childhood obesity and diabetes in each state, as well as the number of participants in federal feeding programs such as the National School Breakfast and Lunch programs, the Special Supplemental Nutrition Program for Women, Infants and Children, and the Supplemental Nutrition Assistance Program, formerly known as the Food Stamp program, according to the release.

(From The Packer)
You are invited to the Young Grower Alliance Luncheon to be held at the Mid-Atlantic Fruit and Vegetable Convention Tuesday, January 29, 2013 12:00 pm Hershey Lodge and Convention Center Hershey, PA

Please RSVP no later than January 22, 2013 to:
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Special Thanks to Crop Production Services for sponsoring this event!

Dr. Clark Seavert
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Featured Speaker!
Local Still Rules
By Tom Karst

Half of consumers polled in August said they have purchased locally sourced food in the past month, compared with 40% who say they have bought organic food, according to research conducted by Datassential on behalf of Charleston Orwig, a communications and marketing company in Hartland, Wisconsin. “Locally sourced is perceived as a driver of sustainability,” Loschke said. “It is the only ‘sustainable’ descriptor driving retail (64%) and foodservice (50%) purchases among consumers.” More than 2,600 consumers were polled on food purchasing decisions, and the research revealed that young consumers embrace local food, organic, sustainable food, Fair Trade and heirloom varieties more than older consumers. The research — applying to all food categories — showed that 50% of consumers polled said they had purchased locally grown food in the past month, while 20% said they have never purchased it.

The research found 29% of consumers are willing to pay more for locally sourced food, while 43% of retail and foodservice operators said they would pay more for locally sourced food. Fifty-two percent of consumers under 35 embraced locally sourced food, compared with 47% for those over 55. Meanwhile, 40% of consumers polled said they purchased organic in the past month, while 30% of consumers said they have never purchased organic. Forty percent of consumers polled said they would pay more for organic food, compared with 33% of retail and foodservice operators. Half of those surveyed under 35 years old prefer organic food, compared with 28% over 55 years old.

The research showed that 30% of consumers indicated they bought “sustainable” food in the past month, and 36% said they have never purchased sustainable food. The research found that 22% of consumers would pay more for the category, compared with 29% of retail and foodservice operators. Forty percent of consumers under 35 years old said that sustainable food appeals to them, compared with just 20% for those over 55 years old.

An even smaller number of consumers purchased Fair Trade-certified food, with 24% of those certified saying they purchased the category in the past month and 43% saying they have never purchased Fair Trade food. Of consumers polled, 19% said they would pay more for “Fair Trade” food, compared with 23% for retail and foodservice operators. Heirloom food was purchased by 19% of consumers in the past month, while 54% said they have never purchased the category, according to the research. Meanwhile, 23% of consumers said they pay more for heirloom/heritage food, while 25% of retail and foodservice operators said they would pay more for heirloom/heritage food.

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for heirloom variety food. Research showed that 29% of consumers under 35 embraced heirloom varieties, compared with 10% of consumers over 55.

Limited availability may be one reason consumers aren’t buying more food with sustainable attributes, according to the survey. Just over half of retail and foodservice operators polled said they offered locally sourced food, compared with 25% who carry organic and just 18% who offered heirloom/heritage products.

(Adapted from The Packer)

**Effect of Reflective Fabric on Yield of Mature d’Anjou Pear Trees** By T. Einhorn, J. Turner, D. Laraway

Reflective fabric was installed before bloom in 2009 and 2010 in alleyways of a mature, low-density ‘Anjou’ pear orchard (269 trees/ha). Four treatments were applied to study intracanopy light environments on fruit growth rate and size, cropload, yield, and fruit quality: 1) no fabric (NF); 2) partial-season fabric applied before full bloom (FB) and removed 75 days after full bloom (dafb) (PSF); 3) full-season fabric applied before FB and removed at harvest (FSF); and 4) shadecloth (60%) applied 60 dafb through harvest (SC). PSF and FSF improved yield by 12% and 18%, respectively, over the two-year period relative to NF. The high yields of fabric treatments were attributed to fruit number in the lower (less than 2.4 m) interior, mid-, and exterior zones of the canopy. Photosynthetic active radiation (PAR) was increased by fabric 28%, 95%, and 30% in the lower exterior, mid-, and interior canopy, respectively. Photosynthesis:light response curves indicated improved carbon assimilation of pear leaves developing in the elevated PAR environment of the lower canopy. Fruit growth rate and final size were unaffected by fabric treatments. FSF fruit size was similar to NF despite higher fruit density. Compared with NF, FSF had a small, non-significant effect on fruit maturity (increased softening) at harvest. Yield and fruit size of SC fruit were significantly reduced. The number of fruit in SC trees did not differ from NF in 2009, but the effect of shade reduced fruit number in 2010. Fabric did not affect fruit quality attributes after three and six months of regular atmosphere cold storage. Pears from SC trees did not attain ripening capacity after three months of cold storage and a 7-day ripening period and had lower sugar content compared with other treatments. The cumulative yield advantages associated with FSF support its use in mature pear orchards.

(From HortScience 47:1580)
Health Benefits Outweigh Risks for Produce

By T. Karst

A new study concludes that consumers have a much better chance to reduce their risk of cancer by eating one more serving fruit and vegetables a day than worrying about cancer risks from pesticide residues on produce. The study estimated 20,000 cases of cancer per year could be prevented in the U.S. if just half of the U.S. population increased its fruit and vegetable consumption by one serving a day, according to a news release from the Hockessin, Delaware based Produce for Better Health Foundation.

The study also looked at the likely relationship between pesticide residues and cancer, and concluded the upper limit of 10 cases or less per year could result from residues. The research used estimates from a 2011 World Cancer Research Fund and American Institute of Cancer Research published report, according to the release from PBH. “Fear of cancer from pesticides unfortunately affects the perception of some consumers towards fruits and vegetables; this analysis shows that the opposite is true,” Rick Reiss, principal scientist, Exponent, said in the report. “Consuming a diet rich in fruit and vegetables is a way to prevent cancer and to lead a generally healthier life.”

“This study beautifully demonstrates relative risk: 20,000 to 10 or less,” PBH President Elizabeth Pivonka said in the release. “In fact, the true benefits are underestimated, given the role fruit and vegetables play in weight control, reduced risk of heart disease and overall cellular function in addition to cancer prevention.” Pivonka said in the release that it is much more important to make fruits and vegetables at least half of what you eat than to be distracted with concerns about pesticide residues.

(From The Packer)

Mechanical Blossom Thinning in South Carolina Peach Orchards

By G. Reighard & W. Henderson

Blossom and/or green fruit thinning is the most labor intensive and costly operation in the production of southeastern peaches. Efforts to utilize caustic chemicals or hormones to reduce fruit set have been largely unsuccessful. Past ineffective efforts at mechanical flower thinning involved ropes, pressurized water or air. Recently, mechanization developed for apples in Europe was adapted to peaches in the United States. This technology (i.e., the Darwin 250 string thinner) was evaluated for 3 years in South Carolina grower orchards trained as either open center, quad-V or perpendicular-V systems. Treatments varied each year with the primary ones being two sections of cords (i.e., strings) opposite each other with either 9 or 18 cords per section. Tractor speeds were 2.9-4.0 km/h with spindle speeds from 180 to 230 rpm. Passes per tree were either two (horizontally over the top down one side and back the other) or four (horizontally over the top and angled on the side on both sides of the tree). All treatments were followed by green fruit removal with labor costs calculated from crew timesheets. Past research suggested a goal of 45-50% flower removal. The Darwin worked best in V and quad-V systems. Open center trees were less uniformly thinned. Darwin treatments advanced fruit maturity and significantly increased the number of larger fruit. However, yields were not always better than the controls, and crop values varied among cultivars and years. In 2011, Darwin treatments cost $143 to $1215/ha less than standard green fruit thinning, but associated gross revenue ranged from an 8.3% decrease to an 8.1% increase. The Darwin was not as uniform in thinning compared to hand removal, but labor savings with increased fruit size were obtained. The scaffold orientation in open center systems must be uniformly trained to be thinned evenly by the Darwin and to reduce over-thinning in the upper canopy.

(From Acta Horticulturae 965:117)
**Técnicas de Producción de Frutas y Hortalizas**

**Wednesday, January 30, 2013**
Hershey Lodge and Convention Center
Hershey, PA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
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<tbody>
<tr>
<td><em>9:00</em></td>
<td>Conceptos Básicos de Enfermedades de Plantas (Basic Concepts of Plant Disease)</td>
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<tr>
<td><em>9:45</em></td>
<td>Plagas, Pesticidas y la Salud del Publico: La importancia del Manejo Integrado de Plagas (Pests, Pesticides and People’s Health: Why IPM is Important)</td>
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<tr>
<td><em>10:30</em></td>
<td>Manejo de Insectos Orgánico en Verduras (Organic Insect Management in Vegetables)</td>
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<td><em>11:15</em></td>
<td>Asegurando la Inocuidad de los Alimentos en Frutas y Hortalizas de EEUU y América Central (Ensuring Food Safety in US and Central American Fruits and Vegetables)</td>
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<tr>
<td><em>1:30</em></td>
<td>Trabajando Eficientemente en el Huerto de Manzanos (Working Efficiently in the Apple Orchard)</td>
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<tr>
<td><em>2:15</em></td>
<td>Manejo Integrado de las Principales Plagas de Insectos del Arándano (Integrated Management for Major Insect Pests of Blueberries)</td>
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<td><strong>3:00</strong></td>
<td>Equipo Para la Protección Personal (Personal Protection Equipment)</td>
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<td><em>3:45</em></td>
<td>Hermanamiento de Cultivadores Jóvenes de EEUU y de Nicaragua (Young Grower Alliance Partnership with Nicaragua Community)</td>
</tr>
</tbody>
</table>

*Category Credit, **Core Credit (Credits offered pending approval from PA Dept of Agriculture)*

For more information contact/Con cualquier pregunta contactese con Catherine Lara, cyL1@psu.edu.

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**Registration Form for Técnicas de Producción**

Pre-Registration Deadline/Fecha Límite de Inscripción — January 18, 2013

Name/Nombre__________________________________Employer/Empresario_________________________________

Additional persons attending/Participantes adicionales_____________________________________________________________________________________________

Address/Dirección ______________________________________ City/Ciudad_____________________________
State/Estado_____________ Zip________________________ Email/c.e._____________________________
Phone/Teléfono (day/día)__________________________ (evening/noche) __________________________

Registration Fee/Remuneración: $60 per person* (Includes admission to all educational sessions and trade show/Incluye la entrada a todos los talleres y a la feria de muestras)

Total Enclosed/Incluydo: $60 x ________ = $_________

Please return registration form and payment to:
Mande el formulario y la remuneración a:
Maureen Irvin, Executive Secretary
State Horticultural Association of Pennsylvania
480 Mountain Road
Orrtanna, PA 17353

Please make checks payable to/Haga cheques a nombre de: State Horticultural Association of Pennsylvania

*Participant must be a member of one of the sponsoring organizations, or an employee of a member. Registrations after 1/18 are $75.

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce. Penn State se suscribe a la acción afirmativa, la igualdad de oportunidad y a la diversidad de sus empleados.
Pennsylvania Apple Grower Reception

Pennsylvania Apple Marketing Program members and invited guests will gather for a casual evening of conversation and camaraderie with fellow apple growers and their families

Join us at the
Mid-Atlantic Fruit and Vegetable Convention
Wednesday, January 30th
5:00 PM – 6:30 PM
Hershey Lodge & Convention Center
Cocoa Suites 3, 4 & 5

Check-in will be required at the door
Casual fare will be served and a cash bar will be available

Sponsored by
INTERNATIONAL PAPER
and
The Pennsylvania Apple Marketing Program
7th Annual Mid-Atlantic Fresh Apple Cider Contest
to be held during the Mid-Atlantic Fruit and Vegetable
Convention in Hershey, PA

Who is Eligible: Any commercial fruit or vegetable grower whose operation is in Pennsylvania, Delaware, Maryland, New Jersey, West Virginia, or Virginia.

What To Submit:
1. One gallon of your best cider in plain unmarked containers. If your container has a preprinted label it will not be placed in the competition.
2. Turn in the blend details on the entry form below or on a separate sheet with your name and mailing address. (We will not reveal the percentages but just want to know what cultivars are in the mix.) The purpose of the email is to be able to notify you about next year’s contest.
3. Sorry only one submission per farm. Deadline for entries will be Tuesday, January 29th at 10:00 AM.

How the Cider Will Be Judged:
1. A number will be assigned to each entry, marked on the jug and recorded in a judging book.
2. A panel of judges will sample and evaluate the cider.
3. Ciders will then be placed on a table in the lobby of the Convention Center so that other people may taste them.
4. The top three rated ciders will receive certificates. In addition the top rated cider will be awarded one free registration to the 2014 Mid-Atlantic Fruit and Vegetable Convention.
5. Judging will begin Tuesday at 10:30 AM and the ciders will be available through Tuesday evening for sampling.
6. The winners will be announced Tuesday evening at the banquet.

Mid-Atlantic Cider Contest 2013 Judging Criteria

Below are the criteria that will be evaluated for each cider entry. Note that the characteristics have variable points assigned to them. Please be sure to follow the correct number of points for each characteristic. Numbers in parenthesis are the maximum score for a particular characteristic. The higher the number, the better the characteristic.

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<th>Characteristic</th>
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Mid-Atlantic Cider Contest 2013 Entry Form

Name/Farm: ____________________________
Address: ________________________________________________________________
Phone: ________________________________ Email: _____________________________
Mixture of Varieties: ___________________________________________ Entry Number: __________
Challenges and Opportunities for Obtaining Capital
— Special Mid-Atlantic Fruit and Vegetable Convention Pre-Conference Workshop —

Monday, Jan 28, 2013 from 9am - 4pm
Hershey Lodge and Convention Center
325 University Drive, Hershey, PA 17033
with special guest speaker Dr. Clark Seavert
Professor at Oregon State, Director of Northwest Agribusiness Executive Seminar & Instrumental in Developing AgTools™

Are you a young, new or minority farmer? Gain insight into ag loans and business management!

Approaching a new ag business venture can be confusing. Let experts help you navigate this complex but important terrain:

- Common Pitfalls for the First-Time Borrower
- Tips for Choosing an Ag Lender
- Programs for Young, Beginning and Minority Farmers
- What Are Ag Lenders Looking For?
- Business Planning, Financial Records & Opportunities
- AgTools™ for Building a Sustainable Business
- Using AgFinance™ on a Farm Case Study
- Obtaining a Loan - What are the Options?

Lunchtime and panel discussions will allow you to make contacts and ask questions! Registration is $60 and

REGISTRATION FORM—MAFVC Pre-Conference Workshop
Registration Deadline—January 21, 2013; Space is Limited!

Name______________________________ Business______________________________

List additional persons attending__________________________________________

Address____________________________________________________________________

City____________________________________________ State________________ Zip____________

Daytime Phone ______________________________ Evening Phone___________________

E-mail_____________________________________________________________________

Registration Fee: $60 (Includes lunch)

Total Enclosed: $60 x ________ = $_________

Please make checks payable to: State Horticultural Association of Pennsylvania

Please return registration form and payment to:
Maureen Irvin, Executive Secretary
State Horticultural Association of Pennsylvania
480 Mountain Road
Orrtanna, PA 17353

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.
Influence of Abscisic Acid and Benzyladenine on Fruit Set and Fruit Quality of Bartlett Pears
By D. W. Greene

Experiments were conducted to evaluate abscisic acid (ABA) and the combination of ABA and benzyladenine (BA) as a thinner on ‘Bartlett’ pears. Application of 500 mg·L⁻¹ ABA at bloom, petal fall, and at the 10-mm stage resulted in significant fruit thinning at all timings. Application at the 10-mm stage nearly defruited the trees. Rates of ABA between 50 and 500 mg·L⁻¹ were evaluated at 10 mm and the thinning response was quadratic and highly significant. Rates as low as 50 mg·L⁻¹ thinned. BA at 150 mg·L⁻¹ at the 10-mm stage did not thin and when combined with 250 mg·L⁻¹ ABA, no additional thinning was observed, but extensive thinning was done by the ABA alone. When thinning with ABA was achieved, return bloom was also enhanced. Thinning with ABA generally resulted in larger fruit, greater flesh firmness, and higher soluble solids. The russet seen on ABA-treated fruit was attributed primarily to the surfactant used. Extensive leaf yellowing and leaf abscission were noted after ABA application, especially with the 250 mg·L⁻¹ and 500 mg·L⁻¹ and this was considered commercially unacceptable. BA was unable to reverse or modify the leaf yellowing and abscission caused by ABA as it has been shown to do with other plant species.

(From HortScience 47:1607)

Record Value for Washington Farm Production

The value of Washington’s farm production reached $9.4 billion last year, led by apples and cherries, among other commodities. Production climbed 14 percent from 2010 and was 13 percent higher than the previous record of $8.35 billion set in 2007.

Six of the top seven Washington crops-apples, milk, wheat, potatoes, hay, and cherries-reached record high values in 2011. “Agriculture remains a bright spot in our economy, with stable employment and growing exports to the Pacific Rim,” said Dan Newhouse, director of the state department of agriculture.

Despite rising costs and worker shortages, Newhouse said he remained optimistic about the future. Apples remain the top farm crop in the state, with a 2011 value of $1.83 billion, up 19 percent from 2010. Apples, the state’s signature farm product, made up 20 percent of total agricultural value. Blueberries were the most valuable crop per acre in 2011, coming in at $17,429. Sweet cherries produced $15,500 per acre. Fruits and nuts were worth $2.50 billion, commercial vegetables were worth $481 million, specialty products were worth $378 million, and berry crops were worth $183 million. Of the $9.4 billion in value, $231 million came from government payments to farmers.
ACCEPTEING NOMINATIONS FOR THE 2012 OUTSTANDING GROWER AWARD
State Horticultural Association of Pennsylvania

It is proposed that this award be given to a person making a significant contribution to the fruit industry of the state during the current year.

Although this award is primarily intended to be given to a fruit grower or those involved in fruit production, it may be given to a person in allied industry such as processing, a state employee, a county agent, University personnel, or to any other person making a special contribution to the fruit industry.

A committee of five members will constitute the AWARD COMMITTEE. The Chairman of this committee is the immediate Past President of the Association. He has no vote in the selection of the recipient of the award.

The committee annually reviews the list of nominees and determines the person who most deserves the award for this specific purpose, it may be awarded to the same individual more than once for additional outstanding contributions. Any member of the State Horticultural Association of Pennsylvania may make a nomination on the form below.

NOMINATION FORM

I (we) recommend __________________________
to receive the 2012 Outstanding Grower Award of the State Horticultural Association of Pennsylvania.

Contribution to the Industry

Short Sketch of Life Activity

Person making the nomination:

May 18, 1990 - PERMANENT NAME SELECTED

The name to be used, regardless of who receives the award, is "OUTSTANDING GROWER AWARD"

1967 — M.E. Knouse
1968 — Dr. Carl S. Bittner
1969 — Francis Reiter
1970 — Dean Asquith
1971 — William Lott
1972 — John Mengel
1973 — Dr. Fred Lewis
1974 — Ruth Trostel
1975 — Earl Strite
1976 — George A. Goodling
1977 — John A. Hauser
1978 — John B. Peters
1979 — Dr. Dwight M. Edwards
1980 — Robert H. Hodge
1981 — Ralph W. Tyson
1982 — Raymond F. Reiter
1983 — Dr. C. Marshall Ritter
1984 — Paul S. Harner
1985 — Paul G. Pitzer
1986 — Dr. Loren D. Tukey
1987 — Ralph Sandoe
  Special Award - Rodger W. Smith
1988 — Elwood Way
1989 — John L. Rice
1990 — Joseph G. Strite

MAIL / EMAIL NOMINATIONS TO:
Ed Weaver, Chairman
40 Fruit Lane
Morgantown, PA 19543
ed@weaversorchard.com

Other members of the Committee are:
Daniel Boyer Brad Hollabaugh
Phil Baugher Kenneth Guise, Jr.
David Wenk

Deadline to submit nominations:
by January 4, 2013

Past Recipients Of The Award PENNSYLVANIA'S "OUTSTANDING ORCHARDIST AWARD"

1967 — M.E. Knouse
1968 — Dr. Carl S. Bittner
1969 — Francis Reiter
1970 — Dean Asquith
1971 — William Lott
1972 — John Mengel
1973 — Dr. Fred Lewis
1974 — Ruth Trostel
1975 — Earl Strite
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1989 — John L. Rice
1990 — Joseph G. Strite

May 18,1990 - PERMANENT NAME SELECTED

The name to be used, regardless of who receives the award, is "OUTSTANDING ORCHARDIST AWARD"

1991 — Dr. George M. Greene, II
   Special Award - Arthur E. Rice, Jr.
1992 — Robert L. Kime
1993 — Dean L. Carey
1994 — D. Gerald Edwards
1995 — Patti L. Levis and Janet Knouse
1996 — Dr. James Oyler
1997 — Freemont S. Kuntz
1998 — Larry A. Hull
1999 — Stanley E. Brown
2000 — James C. Lerew
2001 — Henry Frecon
2002 — David Benner
2003 — Jack Mickey
2004 — Lee Showalter
2005 — John Lott
2006 — William Kleiner
2007 — Phil Baugher
2008 — Kenneth Guise, Jr.
2009 — Daniel Boyer
2010 — Brad Hollabaugh
2010 — David Wenk
2013 Mid-Atlantic Fruit & Vegetable Convention
Educational Programs

GENERAL TREE FRUIT SESSION

Tuesday Morning – January 29th
9:00 Invocation
9:05 President’s Address – Carolyn McQuiston
9:15 **Worker Protection Standards
Jim Harvey, Penn State Univ.
9:45 George Goodling Memorial Lecture
Pre and Postharvest Handling of Honeycrisp
for Maximum Storage Life and Quality
Dr. Chris Watkins, Cornell Univ.
10:30 Adjourn to Keynote Session

Tuesday Afternoon – January 29th
1:30 Orchard Renewal Decisions
Dr. Clark Seavert, Oregon State Univ.
2:00 The USDA-NRCS Partnership with the
Mid-Atlantic Specialty Crop Industry
Dr. Dave Biddinger, Penn State Univ.
2:30 Industry Show & Tell
2:45 **Vacuum Assisted Harvest for PA Orchard
Conditions and Systems
Dr. Paul Heinemann, Penn State Univ.
and Phil Brown, Phil Brown Welding Corp.
3:30 Comprehensive Automation for
Specialty Crops – Looking Ahead after
4 Years of SCRI Funding
Dr. Marcel Bergerman, Carnegie Mellon Univ.
4:15 Adjourn
4:30 SHAP Annual Business Meeting

Wednesday Morning – January 30th
9:00 Favorite Cherry Varieties A Grower Panel
Moderator: Win Cowgill
Gary Mount, NJ
Evan Milburn, MD
Justin Weaver, PA
Tom Haas, PA
9:45 Common Mistakes to Avoid in
Training Tall Spindle Trees
Mr. Mario Miranda Sazo, Cornell Univ.
10:15 Industry Show & Tell
10:30 *Use of SmartFresh on Different Varieties
Dr. Chris Watkins, Cornell Univ.
11:15 New Fire Blight Resistant Pear Cultivars
Dr. Richard Bell, USDA
12:00 Lunch

Wednesday Afternoon January 30th
1:30 Maintaining Native Pollinator Habitat and
Managing Blue Orchard Bees
Dr. Dave Biddinger, Penn State Univ.
2:15 Industry Show & Tell
2:30 **Pesticide Record Keeping Options
Dr. Kerry Richards, Penn State Univ.
3:00 US Apple Association Working to Help the
Industry
Nancy Foster, US Apple Association
3:30 Pennsylvania Apple Marketing
Board Program Update
4:00 Adjourn

Thursday Morning – January 31st
9:00 YGA on the Move
Young Grower Alliance Panel
Moderator: Catherine Lara
Mark Boyer; Ben Lerew; Ben Wenk
Katie Epstein
9:45 Industry Show & Tell
10:00 *Pear Psylla Management in Oregon
Dr. Peter Shearer, Oregon State Univ.
10:45 Finding a Good Crop Insurance Program
Moderator: Eugene Gantz, RMA/USDA
Sherry Heidinger-Magnan, Rural
Community Ins. Serv.
Jack Singer, Rain and Hail Insur. Serv.
Terry Maddox, Rain and Hail Insur. Serv.
12:00 Lunch

Thursday Afternoon – January 31st
Special Joint Session with
PVGA and Small Fruit Program
INVASIVE SPECIES
1:30 *Brown Mamorated Stink Bug Panel
Dr. Tracy Lesky, USDA - ARS
Dr. Greg Krawczyk, Penn State Univ.
Dean Polk, Rutgers Univ.
2:30 *Spotted Wing Drosophila
Dr. Peter Shearer, Oregon State Univ.
Kathy Demcheck, Penn State Univ.
3:15 *Invasive Weed Species
Tracy Harpster, Penn State Univ.
3:45 *Invasive Insect Pests
Dr. Shelby Fleischer, Penn State Univ.
4:15 Adjourn
NATIONAL PEACH COUNCIL

Wednesday Morning – January 30th

9:00  *Late Season Fruit Rots on Peach
      Dr. Norm Lalancette, Rutgers Univ.

9:30  Ernie Christ Memorial Lecture
      A Look at the Past and the Future of Peach Varieties
      Jerry Frecon, Rutgers Univ.

10:15  Industry Show & Tell

10:30  *Using a Phenological Model and Border Spray for brown Marmorated Stink Bug
      Dr. Anne Nielsen, Rutgers Univ.

11:15  *Bacterial Spot on Stone Fruit
      Sarah Bardsley, Penn State Univ.

12:00  Lunch

Wednesday Afternoon – January 30th

1:30  National Peach Council Update
      Kay Rentzel, NPC Program Director

2:00  Peach Training System Trial
      Dr. Jim Schupp, Penn State Univ.

2:45  Industry Show & Tell

3:00  *Peach Rusty Spot Management
      Dr. Norm Lalancette, Rutgers Univ.

3:30  Plum and Stone Fruit Hybrids
      Jerry Frecon, Rutgers Univ.

4:00  Adjourn

Thursday Morning – January 31st

9:00  **Is Your Air Blast Sprayer Calibrated for Your Peach Trees or Apple Trees?
      George Hamilton, Univ. of New Hampshire

9:45  *Use of Entomopathogenic Nematodes for Borer Control
      Dr. John Halbrendt, Penn State Univ.

10:15  Industry Show & Tell

10:30  Training Young Peach Trees
      Dr. Rich Marini, Penn State Univ.

11:00  Strategies to Boost Retail Sales
      Dr. Kathy Kelley, Penn State Univ.

11:30  Grower Experience with Mechanical Blossom Thinning (Grower Panel)
      Dr. Tara Baugher (moderator)
      Henry Allenberg, MD
      Dave Wenk, PA
      Eddie Rankin, PA

12:15  Adjourn

WINE GRAPE SESSION

Wednesday Morning – January 30th

9:00  *Challenges of Disease Management on Wine Grapes in the Mid-Atlantic
      Dr. Noemi Halbrendt, Penn State Univ.

9:45  What you need to Know to Start A Winery
      Dr. Bob Green, HACC

10:30  Industry Show & Tell

10:45  The Relationship Between Climate and the Quality of Cabernet Sauvignon from 1976 to 2011
      Dr. Dan Ward, Rutgers Univ.

11:15  *Phenology-Based Degree Day Model for Grape Berry Moth Management
      Dr. Mike Saunders, Penn State Univ.

12:00  Lunch

Wednesday Afternoon – January 30th

1:30  Crop Insurance for Wine Grapes
      Jay Harper, Penn State Univ.

2:00  **Vineyard Sprayer Calibration
      George Hamilton, Univ. of New Hampshire

2:45  Industry Show & Tell

3:00  Captan with an Emulsifiable Concentrate Causes Phytoxicity on Many Grape Varieties
      Dr. Dan Ward, Rutgers Univ.

3:30  The Nature of Frost and What You Can Do About It.
      Dr. Rob Crassweller, Penn State Univ.

3:45  Observations on 2012 Vintage
      Denise Gardner, Penn State Univ.

4:15  Adjourn

SPANISH SESSION

Wednesday Morning – January 30th

9:00  *Conceptos Básicos de Enfermedades de Plantas
      Ilse Huerta, Penn State univ.
      (Basic Concepts of Plant Disease)

9:45  *Plagas, Pesticidas y la Salud del Publico:
      Maria Gorgo-Gourovitch, Penn State Ext.
      La importancia del Manejo Integrado de Plagas (Pests, Pesticides and People’s Health:
      Why IPM is Important)

10:30  *Manejo de Insectos Orgánico en Verduras
      Tianna Dupont, Penn State Ext.
      (Organic Insect Management in Vegetables)

11:15  Asegurando la Inocuidad de los Alimentos en Frutas y Hortalizas de EEUU y América Central
      Donna Pahl, Univ. of Maryland
      (Ensuring Food Safety in US and Central American Fruits and Vegetables)

12:00  Lunch

continued on page 24
**Wednesday Afternoon – January 30th**

1:30  Trabajando Eficientemente en el Huerto de Manzanos  
Mario Miranda-Sazo, Cornell University Ext.  
(Working Efficiently in the Apple Orchard)

2:15  *Manejo Integrado de las Principales Plagas de Insectos del Arándano  
Dr. Cesar Rodriguez-Saona, Rutgers Univ. &  
Dr. Carlos Garcia-Salazar, Michigan State Univ.  
(Co-Author)  
(Integrated Management for Major Insect Pests of Blueberries)

3:00  **Equipo Para la Protección Personal  
Maria Gorgo-Gourovitch, Penn State Univ.  
(Personal Protection Equipment)

3:45  Hermanamiento de Cultivadores Jóvenes de EEUU y de Nicaragua  
Catherine Lara, Penn State Ext. &  
Members of the Young Growers Alliance/Project Gettysburg-León Agricultural Delegation  
(Young Grower Alliance Partnership with Nicaraguan Community)

4:15  Adjourn

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**PLEASE NOTE**  
This list does not include the vegetable programs.

They will be listed in the next issue or visit the convention website at mafvc.org
Use of 1-Aminocyclopropane Carboxylic Acid and Metamitron for Delayed Thinning of Apple Fruit
By S. McArtney & JD Obermiller

The normal window for application of thinning chemicals in apple extends from bloom until 3 weeks after bloom, when the fruit reach a mean diameter of \( \approx 16 \) mm. After this time fruit are generally insensitive to standard chemical thinning sprays. The potential for the photosystem II (PSII) inhibitor herbicide metamitron and the ethylene precursor 1-aminocyclopropane carboxylic acid (ACC) to thin apple fruit after the traditional thinning window was investigated in field experiments over three years. A standard rescue thinning spray of carbaryl plus ethephon plus naphthaleneacetic acid (NAA) reduced fruit set of Gale ‘Gala’ if applied when the mean fruit diameter was 18, 20, and 27 mm in 2010, 2011, and 2012, respectively. The thinning activity of 400 mg·L\(^{-1}\) ACC was equivalent to the standard rescue thinning spray in 2010, whereas 350 mg·L\(^{-1}\) metamitron reduced fruit set more effectively than either the standard or ACC in 2010. Application of 400 mg·L\(^{-1}\) ACC plus 350 mg·L\(^{-1}\) metamitron when the mean fruit diameter was 18 mm reduced fruit set to almost no crop in 2010. The combination of metamitron plus ACC exhibited thinning activity after application at 25 and 33 mm mean fruit diameter in 2011 and 2012, respectively. Increased ethylene evolution was found in detached ‘GoldRush’ fruit 24 h after applications of ACC from 11 mm to 27 mm mean fruit diameter, but not when ACC was applied at 31 mm mean fruit diameter. Ethylene evolution was much higher after application of ACC at the 11 mm or 17 mm mean fruit diameter stage compared with application when fruit diameter was 23 mm or 27 mm. The thinning activity of ACC was related to the period of maximum ethylene response. The effects of delayed applications of ACC and metamitron on fruit set tended to be greater when these two chemicals were combined, suggesting that the creation of a carbohydrate stress and the capacity to convert ACC to ethylene are both required to trigger abscission of apple fruit larger than 18 mm in diameter.

(From HortScience 47:1612)

A Total Systems Approach to Developing a Sustainable, Stem-Free Sweet Cherry Production, Processing and Marketing System
By M. Whiting et al.

Sweet cherry (Prunus avium L.) is a model specialty crop – high potential returns per hectare, high costs of production, and ephemeral in its supply. Faced with increasing competition and imminent shortages of harvest labor, the U.S. sweet cherry industry must improve harvest efficiency without compromising consumer appeal of the fruit. Further, for research to have meaningful and sustainable impact on industry, innovation, discovery and outreach must integrate the total value chain, from genetics and breeding to processing and marketing, while partnering with stakeholders and end users. This presentation describes an innovative, multi-disciplinary research program funded through the USDA’s Specialty Crop Research Initiative. The program’s long-term goal is improving the sustainability of the U.S. sweet cherry industry by developing a highly efficient, production, processing and marketing system for fresh market quality sweet cherries. Project directors address these issues this with an integrative project built around the development of mechanical, mechanical-assisted and novel hybrid harvest technologies. In this presentation, research results and a model, total systems approach integrating critical elements of a profitable, sustainable cherry industry are presented including:

- Genetics and genomics research to establish the genetic bases for abscission in cherry; utilizing marker-assisted breeding strategy to accelerate the generation of new cultivars amenable to mechanization and with high consumer appeal.

- Development of high efficiency fruiting wall orchard management systems, novel compostable packaging, retail markets for mechanically-harvested cherries and models of system profitability to facilitate adoption.

- Engineering research to develop and deploy innovative mechanical and/or mechanical-assist cherry harvest technologies and consumer/packaging research to extend the shelf life and improve consumer appeal of fruit.

(From Acta Horticulturae 965:131)
Still time to sign up! Contributors will be recognized in the January PA Fruit News

What is the Value of Controlling a New Invasive Pest?
Regular Crops of High Quality Fruit?
Improved Disease Resistance Management?
Labor Efficient Technologies?

These are questions that we need to consider as we prepare to shape our industry for the next generation!

This is how you can make a difference!

Recognizing the value of specialty crop research and extension work and the contributions to my production and business practices, and also recognizing the need for a sustainable approach to provide industry support to address critical and emerging threats, we/our company makes this commitment to support university research and extension programs through a voluntary annual contribution. We/l also recognize that these funds will be administered by the State Horticultural Association of Pennsylvania, Inc. (SHAP). Estimated annual pledge amount:

__ Platinum level, $2,500+
__ Gold level, $1,000-2,499
__ Silver level, $500-999
__ Bronze level, $250-499
__ Sustaining level, $100

Signature____________________________

Please enclose contribution, made out to SHAP, or check here to receive an invoice in December, 2012.

Name: _______________________________ Company: __________________________________

Address: ___________________________________________________________State____ Zip__________

Email: _________________________  Phone: _________________________

Contributors will be acknowledged in PA Fruit News. If you wish to remain anonymous, please check here:  

During the 2012 Mid-Atlantic Fruit and Vegetable Convention, the SHAP Board of Directors approved a resolution to increase university research and extension support by $100,000 per year by 2015. We are encouraged by a fresh market industry verbal commitment to double their contribution from $.01 to $.02/packed box but this will not be adequate to attain our goal. Additional sources will be necessary, and if you do not already provide voluntary support, we encourage you to consider making a pledge. The SHAP research and extension committees meet in December and January to consider proposals from university faculty and educators who serve the region, and to facilitate planning we hope to hear from you by December 31, 2012.
2013 MEMBERSHIP DUES ARE PAYABLE NOW!

2013 MEMBERSHIP DUES - Part I

Membership Categories:

A. Fruit Grower Membership (Owner or Operator) .......................... $75.00

*Associate Membership (Employee or Family Members of Fruit Grower Membership) ..... $40.00

B. Commercial Membership (Business or Firm related to the Industry) ................. $75.00

*Associate Membership (Employees of Commercial Membership) ............... $40.00

C. Professional/Subscription Membership (Ext. & Assoc. Personnel, Consultants) . $40.00

D. Student Membership (High School and College Students) ......................... $20.00

*Payment for membership dues is NOT to be considered a charitable contribution.

If you wish to make a donation beyond your dues, please indicate below. Your generosity is greatly appreciated!

□ Endowment Fund
□ Association

Amount of Donation: ____________

TOTAL

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2013 MID-ATLANTIC FRUIT AND VEGETABLE CONVENTION

154th Annual Meeting of the State Horticultural Association of Pennsylvania
at the Mid Atlantic Fruit and Vegetable Convention
Hershey Lodge and Convention Center - Hershey, PA
January 29 – 31, 2013

REGISTRATION FEES – PART II

Member’s Registration:
Advanced Registration (postmarked by January 18, 2013) ................................. @ $60.00 = ____________
Walk-In Registration at Hershey ............................................................... @ $75.00 = ____________

Non-Member’s Registration:
One Day (at door) ......................................................................................... @ $100.00 = ____________
Three Day (at door) ...................................................................................... @ $140.00 = ____________

FRUIT and VEGETABLE GROWERS DINNER
GROWER RECEPTION - DOOR PRIZES - AWARDS
Tuesday, January 29, 2013 - Nigerian Room ............................................... @ $35.00 = ____________

TOTAL

$ ____________

Please make your check payable to: “STATE HORTICULTURAL ASSOCIATION OF PENNSYLVANIA” AND
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