



Date: 1/16/2020

PSU Ref. No: 213430

Title: The Next Generation of Fruit Growers-Building Leadership and Coalitions

Submitted to: Patti Keller

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Submitted by: Donald Seifrit

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Proposed Project **04/01/2020 - 12/31/2020** **Total Project Request: \$5,000**

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Please reference PSU Ref. Number in all correspondence.

Grant Proposal Submitted to SHAP Extension Committee January 24, 2020

Title: *The Next Generation of Fruit Growers—Building Leadership and Coalitions*

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Duration

Of Project: Continuing, 16th year of valued support for the Pennsylvania fruit industry's young growers

Justification: The Pennsylvania tree fruit industry has a strong history of effective grower leadership and cooperation. To secure the long-term viability of the industry, it is important that a new generation of growers build coalitions to develop innovative approaches for meeting future fruit growing and marketing challenges. With support from the State Horticultural Association Extension Committee, a coalition of young horticultural leaders, called the Young Grower Alliance, has been offering opportunities for experiential learning and networking with peers.

It is important to note that seed grant funding from SHAP was integral in helping Penn State Extension secure USDA and PDA beginning farmer grants to develop educational programming specific to the needs and learning preferences of the next generation of specialty crop growers. The grants have enabled Penn State Extension to establish model apple orchard plots around the state and to begin developing on-line commercial tree fruit courses that young growers can take as they have time. These courses are supplemented by in-depth field trainings.

Procedure: This year's support for the Young Grower Alliance will assist its coordinators in preparing a trip to Interpoma 2020, the largest apple industry trade show. Plans are underway to conduct additional research in the newly planted model orchard plots, to cooperate with Penn State

Extension’s new specialty crop engineers to explore innovations to increase precision management and labor efficiency, and to expand our work in the area of IPM to support on-site monitoring and management of invasive pests such as spotted lanternfly.

The young growers will be conducting a workshop that will assist growers “looking for strategies for quality management and leadership” the afternoon prior to the 2020 Mid-Atlantic Fruit and Vegetable Convention, and they are providing leadership for a new fruit sales and sampling booth at the Pennsylvania Farm Show. They continue to coordinate a scholarship fund to support young fruit growers and to fill new leadership roles with the State Horticultural Association of Pennsylvania.

Highlights of Young Grower Alliance programming will be published in *PA Fruit News*, at the [Penn State Extension YGA website](#), and during a poster session at the Mid-Atlantic Fruit and Vegetable Convention.

Budget:

Wages	\$3244.00
Fringe	\$256.00
Travel	\$1500.00

TOTAL	\$5000.00

Budget Justification:

Wages: A part-time assistant will help to provide support for the Extension educators for YGA functions.

Fringe Benefits: Fringe benefits are computed using the provisional rates of 7.86% applicable to Category III Salaries and Wages, for fiscal year 2020 (July 1, 2019, through June 30, 2020). If this proposal is funded, the rates quoted above shall, at the time of funding, be subject to adjustment for any period subsequent to June 30, 2020, if superseding Government approved rates have been established. Fringe benefit rates are negotiated and approved by the Office of Naval Research, Penn State’s cognizant federal agency.

Travel: To help cover costs for the YGA program coordinators to lead the YGA on their planned trip to Bolzano, Italy in November 2020.

F&A – Off Campus Instruction/Continuing Education

F&A rates are negotiated and approved by the Office of Naval Research, Penn State’s cognizant federal agency. Penn State’s current provisional off-campus rate for

instruction and continuing education is 26.00% of MTDC from July 1, 2019, through June 30, 2020. New awards and new competitive segments with an effective date of July 1, 2020, or later shall be subject to adjustment when superseding Government approved rates are established. Per 2 CFR 200 (Appendix III, Section C.7), the actual F&A rates used will be fixed at the time of the initial award for the duration of the competitive segment. ***Sponsor restricts indirect costs.***

2019 Programs and Impacts:

2019 began with volunteering at the PA Farm Show Apple Sales Booth. The Alliance also hosted a pre-conference workshop preceding the Mid-Atlantic Fruit and Vegetable Convention on early thinning of apples. The workshop opened with a presentation from Dr. Tom Kon of North Carolina State University reviewing early thinning practices. Drs. Jim Schupp (Penn State), Keith Yoder (Virginia Tech), and Dan Olmstead (Cornell) also presented.

On June 20th, YGA toured Bennett Orchards in Frankford, DE and Adams County Orchards production facility in Ellendale, DE. The group discussed YGA had a fall/winter tour on November 21 and travelled throughout Adams County. The group also actively planned for both the 2020 PA Farm Show and the 2020 Mid-Atlantic Fruit and Vegetable Convention workshop.

This year the Young Grower Alliance added 33 new participants, and the total is now 391. In a survey of young growers who took part in YGA programming in the past year, 10% estimated the annual value of that programming as worth between \$50 - \$100; 37% estimated the annual value of YGA programming as worth between \$100 - \$500; another 18.5% estimated the annual value of YGA programming as worth between \$500 - \$2000; and finally, 4% estimated that YGA programming is worth more than \$2000 annually.

96 % of young growers who have participated in YGA activities in recent years indicated they felt better equipped to contribute as “next generation” members of the fruit industry. As a result of YGA programming, 62% felt more confident about taking on an industry leadership role; 53%, diversifying their crop production; 46%, trying new labor saving or precision management technologies; 42%, developing advanced integrated pest/cultural management programs; and 34%, participating in financial management aspects of the farm business.

We would like to take this opportunity to thank our YGA supporters: the SHAP Extension Committee, the MD Horticulture Society, and all our tour hosts.