

## Don't Miss the 2016 Mid-Atlantic Fruit and Vegetable Convention

The 2016 Mid-Atlantic Fruit and Vegetable Convention educational program as always offers three days of educational sessions for vegetable, potato, berry, and fruit growers and marketers plus a large industry trade show. "Canada's Farm Whisperer" and farm family coach, Elaine Froese will be this year's keynote speaker. Don't miss out on the following opportunities at the 2016 Convention which runs from February 2 to 4 at the Hershey Lodge and Convention Center in Hershey.

### Keynote Presentation

Elaine Froese's topic for the Keynote will be "Discuss the Undiscussable: Tools for Talking about Tough Issues in Farm Transfer." Conflict avoidance is the biggest barrier to the next generation's succession success. Elaine Froese provides practical conflict resolution tools to help families have courageous conversations for business continuance, and reduced family tensions.



Founders typically want to know where their income streams will be after they let go of power and control of management and/or ownership. They also have marital conflict about home residence issues, and how to be fair to non-business heirs. The next generation can't wait to gain equity, and more decision making power. Young farmers are smart, tech-savvy, and want to have their opinions heard by parents and respected. They also need certainty that timelines for transfer and succession agreements will be honored. Add the conflict dynamics of a new spouse and you have many interesting conversations ahead!

Elaine Froese's expertise is her practical common sense

## PVGA Annual Meeting Set for February 3 at 11:30 a.m.

The Annual Meeting of the General Membership of the Pennsylvania Vegetable Growers Association will be held on Wednesday, February 3, at 11:30 in the Crystal Room of the Hershey Lodge and Convention Center in Hershey. All members are asked to attend the meeting.

Traditionally, the Annual Meeting had included the election of members of the Board of Directors. However, starting four years ago, the Directors are now elected by a mail ballot which all members have received in the mail with their dues renewal notices. The terms of David King, Lois Klinger, William

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approach to starting courageous conversations between the generations, and auditing the key challenges. You'll gain insight into the tools you need to talk about tough succession issues, and then act on them with agreements that work for the different demands of each stage and age of successor or founder. Learn to listen to your head, heart and your "gut".

### Session Solutions:

- Acting on common sense tools to talk about issues and resolve fights.
- Learning new language to express your intent and expectations.
- Meeting regularly with an agenda that morphs into timelines and action!
- Embracing conflict resolution as a key business risk management strategy.
- Having fun and stronger relationships by being soft on the person, but hard on the problem.

*(continued on page 12)*

## We Need Your HELP!!!

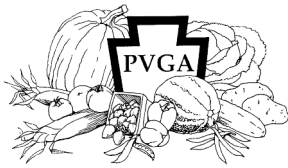
If you have not volunteered to help at the Association's food booth at the Farm Show, call PVGA today at 717-694-3596. We need at least 25 volunteers in the booth at all the times. Since the Farm Show runs from 8:00 a.m. to 9:00 p.m., we need two shifts to completely cover each day from January 9 to 16, 2016. That translates into a lot of volunteers. Plus, this year we will again be open the afternoon of Friday, January 8, from noon to 9:00 p.m.

You say you don't come to the Farm Show? Why not break tradition and come for once? It's worth the trip just to volunteer your time to the Association and any farmer is bound to see at least a few things of interest at the Farm Show. Plus, with the completion of the new Exposition Hall, the Farm Show offers a wide array of exhibits throughout the Complex. Are you really too busy in the middle of the winter to take a day off to help support vegetable and small fruit research? Last year we earned about \$170 for each volunteer shift enabling the Association to give over \$77 per member to Penn State research.

We are grateful to the many PVGA members who help out each year but we need new volunteers each year. If YOU have never helped before, PLEASE call us today at 717-694-3596 and volunteer for 2016. You'll be helping your Association besides having an enjoyable time.

We are also looking to recruit growers to staff a high tunnel educational display this year. If you would be interested in helping with that effort, please contact us at 717-694-3596 or [pvga@pvga.org](mailto:pvga@pvga.org).

## NEWS



**Pennsylvania  
Vegetable Growers  
Association**

*An association of  
commercial vegetable,  
potato and berry growers.*

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Waterford

**Timothy Weiser '16**  
York Springs

*Executive Secretary*  
**William Troxell**  
Richfield

## Two PVGA Scholarships to be Offered for 2016

The Pennsylvania Vegetable Growers Association is pleased to be able to offer two Rudolph Grob Memorial Scholarships each year to a child or grandchild of a PVGA member who is pursuing higher education with the goal of working in production agriculture. While previously only one scholarship was awarded each year, the Board of Directors has approved awarding two scholarships beginning with 2015.

The Association gives the annual scholarships in the amount of \$1,000 in memory of Rudolph Grob of Millersville who served the Association for 50 years as a Director, 20 years as Secretary Treasurer and for over 20 years as manager of the Association's Farm Show Booth. Mr. Grob was a horticulture graduate of Penn State University who was employed for many years at Funks Farm Market in Millersville. The funds for the scholarships are generated by a portion of the interest earned by the Association's Keystone Fund, an endowment-type fund created by the voluntary extra dues paid the Keystone Members of the Association.

The purpose of the scholarships is to assist children and grandchildren of Association members in obtaining a degree that will enable them to pursue a career in the vegetable, potato or berry production industries. Applicants must meet the following criteria:

- be the child or grandchild of an Association member who has been a member in good standing for at least one year
- be enrolled in a two-year or four-year degree program;
- be in good academic standing; and
- be intent on pursuing a career in the vegetable, potato, or berry production industries.

Applications are now being accepted for the 2016 scholarships. The deadline is March 31, 2016. Applications are reviewed by the Association's Scholarship Committee which determines who receives the scholarships. The current committee members are: Carolyn Beinlich, Keith Eckel, Curtis Kaelin, Michael Orzolek and Hilary Schramm, Jr.

The \$1,000 scholarships are awarded for a one-year period. Recipients may apply for a renewal although preference will be given to other qualified students over previous recipients. It is not a need-based scholarship. Payment of the funds is made directly to the institution.

The following items must be included with a completed application form:

- A copy of the most recent academic transcript.
- Two letters of reference from someone outside of the immediate family.
- A typed essay (approximately 500 words) on one of the following topics:
  - Describe the biggest issue that has faced the Vegetable/Potato/Berry Industry in Pennsylvania in the last five years or that the Industry will face in the next five years and how you plan to deal with this issue in your future career, or
  - Describe your previous experiences with the Vegetable/Potato/Berry Industry and the role you hope to play in the Pennsylvania Vegetable/Potato/Berry Industry upon graduation.

Applications must be postmarked by March 31, 2016 and are available by contacting PVGA at 717-694-3596 or pvga@pvga.org. The committee may request to interview the applicant in person or by telephone as well as contact college or school advisors and/or references.

If you have a child or grandchild in college, encourage them to apply for the scholarships. If you would like to help support the scholarship effort, consider joining the Association as Keystone Member. While there is a suggested table of Keystone dues based on your gross income from vegetables, potatoes or berries, you are considered a Keystone Member if you pay dues of \$75 or more instead of the \$50 regular dues. The amount of Keystone dues over the \$50 regular dues is deposited in the Keystone Fund. The Keystone Fund principle is invested in interest-bearing accounts (money market accounts, certificates of deposit, a government bond fund and/or index stock fund) while the interest is used to fund the two \$1,000 annual Grob Memorial Scholarships and vegetable research in the entomology and plant pathology departments at Penn State University.

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*The Pennsylvania Vegetable Growers News is the official monthly publication of the Pennsylvania Vegetable Growers Association, Inc., 815 Middle Road, Richfield, PA 17086-9205  
phone and fax - 717-694-3596, email - [pvga@pvga.org](mailto:pvga@pvga.org) website - [www.pvga.org](http://www.pvga.org)*

*Our Mission:*

*The Pennsylvania Vegetable Growers Association serves Pennsylvania's commercial vegetable, potato and berry growers through education, research, advocacy and promotion.*

*Our Vision:*

*The Pennsylvania Vegetable Growers Association will be the driving force in ensuring the future viability of the commercial vegetable, potato and berry industries in Pennsylvania.*

*Inquiries about membership, this publication or advertising rates should be directed to William Troxell, Executive Secretary, at the above addresses.*

## Will This Ever End? The Post-Recall Twilight Zone

Amy Philpott

### How a Recall Unfolds, Part 6: Terminating a Recall

*This is the final article in a special, six-part series called "How a Recall Unfolds," which explains the recall process and offers practical tips on how to prepare for and survive a product recall. It is part of a Specialty Crop Block Grant project designed to help Pennsylvania growers be prepared to deal with a recall decision. To obtain copies of the rest of the series, contact PVGA at 717-694-3596 or pvga@pvga.org*

Recalls do end. In fact, they have multiple endings, and this is one of their more frustrating characteristics. There is no waking up one morning, knowing it is all over and you, the farm and its employees can take the lessons learned and move forward. Rather, closure comes at different times depending on the type of recall activity: post-recall communication and updating the farm's recall plan will require weeks; regulatory reports and operational changes can take months; and legal and insurance claims can require months to years to settle.

**Post-recall Communication** - The farm will likely want to communicate with several other groups for some time after the recall is out of the news cycle. It is important that employees return to their regular responsibilities as soon as possible. It is critical to maintain a balance between keeping employees informed and keeping them motivated and focused on the daily work. The post-mortem discussion previously mentioned is an excellent way to start this process.

If the farm is involved in lawsuits, it will be important that the communication messages are consistent with and support the legal strategy; and that the farm remains prepared to handle periodic media coverage about the lawsuits.

The farm will also spend a great deal of time working with customers or buyers to reestablish it as a trusted supplier. This may involve written communication, one-on-one meetings, sales, promotions, or even farm tours.

**Debriefing** - Within a week of closing down the consumer call-center, schedule a post-mortem meeting with the recall team. It may also be of value to include other employees, or to hold a separate meeting with them – either way, be sure to get input and feedback from the various people who assisted the farm with its recall. It will take discipline to hold this debriefing, but do not skip this step. The last thing anyone will want to do is relive one of the most difficult times in their professional life, but to not do so would be to go through the entire ordeal for not. Understand what went right and what could have been done better. Update the farm's recall plan based on these learnings. Farms that go through this post-mortem process won't make the same mistakes twice.

**Regulatory Reports** - The recalling farm must submit periodic Recall Status Reports to its FDA Recall Coordinator so that the agency may assess the progress of the recall. The Food and Drug Administration determines the reporting frequency of these reports. Generally speaking, the reporting interval will be between 2 and 4 weeks, depending on the relative urgency of the recall. According to the FDA, "unless otherwise specified or inappropriate in a given recall case, the recall status report should contain the following information:

- Number of consignees (those to whom the product was shipped) notified of the recall, date and method of notification
- Number of consignees who responded to the recall notification

and quantity of products on hand at the time that notice was received.

- Number of consignees who did not respond to the notification
- Number and results of effectiveness checks that were made
- Estimated time frame for completion of the recall"

Only FDA can officially terminate a recall, and it does so only after it has received and accepted the farm's Final Recall Status Report and its Request for Termination Letter. Although 10-14 months is typical, it can take longer to receive an official termination notice.

In order to have the recall terminated, the farm must adequately reply to and implement the activities agreed upon in the FDA Establishment Inspection Report (EIR). The EIR report is given to the farm after the FDA investigation. The report details the investigation, any problems found and how to proceed in resolving those problems. Upon completing the corrective actions and instituting the agreed upon preventive measures, the farm notifies FDA, and requests that the recall be terminated.

**Operational Changes** - The people who oversee growing, production, packing, processing and other operations don't often find closure. Instead, after implementing the corrective actions and compiling the farm's reply to the FDA's Establishment Inspection Report, they find a sense of uneasy normalcy. Now acutely aware that a problem can occur even when all the protocols are followed and the food safety measures are carried out, they will be more vigilant than ever. These employees will be the farm's best allies in preventing another problem from occurring.

**Liability and Insurance Claims** - The time needed to close out liability and insurance claims will depend on the number and types of claims. There will be claims; even if officials do not link the recall to a public health impact, there will be people who claim illness and injury, and those claims should be taken seriously and handled in a professional manner. Some insurance companies will reply to and handle these claims; ask at the outset of the recall how the company may help and what information should be collected from callers in order to expedite claims processing.

Like every step in the recall process, this final one will go more smoothly if the farm executed the first step well and planned ahead. One fresh produce executive said it best when, at the outset of the recall planning process, he told his recall team, "This may be the biggest waste of time and money we've ever spent, but if it isn't, it will be worth every penny and every minute."

*For copies of previous articles in this series, please contact pvga@pvga.org.*

*When it Comes to Recalls, a Little Planning Could Save The Farm*

*Hello, this is FDA. Are you prepared to do a recall? Assessing a Potential Recall - What Matters? What Doesn't? To Recall or Not to Recall, and Other Important Decisions On Your Mark. Get set. GO!*

*Amy Philpott specializes in reputation management and risk communications in the food and agricultural sectors. She works at Watson Green LLC, a public communications firm in Washington, DC, and is an instructor in the United Fresh Recall Ready Program ([www.unitedfresh.org/recallready](http://www.unitedfresh.org/recallready)). Amy can be contacted at [aphilpott@watsongreenllc.com](mailto:aphilpott@watsongreenllc.com).*

## NEWS

## PVGA Committees and Board Meet in State College

As part of the Vegetable Industry Strategic Planning Initiative, this March the major PVGA committees met in person to work out plans for implementing the strategic plan developed in 2014. The success of these face-to-face meetings prompted the Association's Board of Directors to schedule similar face-to-face committee meetings prior to their December Board meeting.

Thus, on Monday afternoon, December 14, five of the six major PVGA committees – Leadership and Recognition, Educational, Government Affairs, Administrative and Marketing/Research – met at Toftrees Resort and Conference Center in State College. In previous years, these committees usually only met once a year by telephone conference call a week or so before the December Board meeting to review the annual workplan for their area of activity. Each committee includes Directors and regular members of the Association.

The sixth major Committee, the Executive Committee had met by telephone conference on December 7 to review several issues and then also met on the morning of December 14 for a crisis management training session. As part of the strategic plan, the Association applied for and received a Specialty Crop Block Grant to enable PVGA to create a plan for how the Association would manage a major crisis in the Pennsylvania vegetable industry. The crisis could be anything from a natural disaster to a food safety incident involving Pennsylvania produce. With the grant funding, the Association hired Watson Green LLC to develop a plan for PVGA and to train PVGA leaders how to manage such a crisis. It is critical that the industry leaders know how to respond quickly and appropriately to the media in situations like a major food safety incident involving local produce.

The Board of Directors held their regular meeting the following day, December 15 to act on the recommendations of the various committees. The Leadership and Recognition Committee plans to work on more actively recruiting nominees for the Board of Directors. The committee recommended nominees for the Annual Award and Life Memberships that will be announced at the Banquet at the Mid-Atlantic Convention. The Board approved the committee's recommendation to establish an annual Young Grower Award to recognize an outstanding vegetable, potato or small fruit grower under the age of 35. The award will include free registration and lodging at the next year's Mid-Atlantic Convention for the winner. The Board also approved the committee's recommendation to begin awarding up to two Rudolph Grob Memorial Scholarships each year from the interest from the Keystone Fund, supplemented by the General Fund if necessary. The Board approved the committee's recommendation that Directors and committee members be reimbursed for their travel and, when necessary, lodging expenses when attending Board and committee meetings. Likewise they approved a reduced registration rate for growers serving as session chairs at the Convention. Brian Campbell will be nominated for the Grower Achievement Award and Mr. Campbell and David Miller will be nominated for the Master Farmer Award.

The Board approved the Executive Committee's actions since the last meeting which included: 1) scheduling a pre-convention organic workshop at the 2017 Mid-Atlantic Convention; 2) contacting with Watson Green for the crisis management plan development; 3) reallocating \$4,000 in research funds to different expense accounts within Penn State's accounting; 4)

adjusting the advertising rates; and 5) loaning \$25,000 to the Pennsylvania Vegetable Marketing and Research Program for cash flow purposes. The Directors also favorably considered a proposal for the Association and Vegetable Marketing and Research Program to begin soliciting growers and suppliers for contributions to a dedicated research and promotion fund, potentially including formation of charitable foundation that would allow the contributions to be tax-deductible. The Board debated how the Convention Joint Committee should handle the Virginia State Horticultural Society's application for full membership.

The Administrative Committee reported that membership reached the second highest level in recent years at 993. They suggested several ideas to encourage increase membership and attendance at the Convention. One was planning a special session at the Convention that offered six core and six category pesticide credits. The committee reviewed for the Board the investment of the General Fund and Keystone Fund monies that have resulted in increased interest income. They also presented a draft of the budget for 2016. The report for the Ag Progress Days Food Booth showed records sales of \$8,140 and a gross profit of \$4,380.

The Educational Committee recommended continued sponsorship of regional grower meetings and the farm market bus tour. They also suggested the Association encourage high school agricultural students to take advantage of the free Convention registration. They proposed a promotional video for the Convention and more videos on the website plus live streaming of some of the intensive extension education programs. The Board approved these recommendations along with the recommendations that the Association accept credit cards at the Convention registration desk and subsidize transportation for groups from the produce auctions at the rate of \$1.00 per mile.

Dr. Beth Gugino reported that the new vegetable recommendation guides will be labelled a Mid-Atlantic guide now rather than a Pennsylvania guide even though the contents have included recommendations for all the Mid-Atlantic states for many years. Dr. Richard Marini noted that he will stepping down as Plant Science Department head at the end of the year. The horticulture major will be discontinued and will be incorporated into the plant science major. The Board agreed to communicate the need for vegetable extension and research positions to university administrators.

The Board proposed 14 additions to the Association's Policy Resolutions for consideration by the members at the Annual Meeting. These resolutions are listed in the page one article on the Annual Meeting.

The Marketing and Research Committee recommended sending the biennial research survey again this spring. They also suggested increasing the vegetable research budget to \$60,000 and providing some funding for potato research applicable to small acreage growers. In addition, they would like to see some promotional funds used to promote Pennsylvania vegetables in surrounding states.

The Board approved the following annual donations, sponsorships and promotions for 2016 (the budget line is listed in parentheses):

- Farm Show Reception Sponsorship (Donations)	\$500
- Farm Show Public Officials Day (Donations)	\$500

*(continued on page 10)*



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## NEWS

**PVGA Annual Meeting...** (continued from page 1)

Reynolds, Robert Shenot, Jonathan Strite, and Timothy Weiser expire at the Annual Meeting this year. All are eligible for re-election. The Leadership and Recognition Committee has nominated all the incumbents plus Barron Hetherington of Ringtown and Cindy Yingling of Glen Rock for election. Write-in votes are also allowed. Six of the candidates will be elected to three-year terms on the Board of Directors. Ballots must be postmarked by January 15, 2016 and the results will be announced at the Annual Meeting. All members are urged to vote in the election.

At the Annual Meeting, the members will also receive reports on membership, finances, the Farm Show food booth and the other activities of the Association.

The following additions to the Association's policy resolutions are being proposed for adoption by the members at the Annual Meeting. The underlined text is to be added to the resolutions.

**State Issues****Farm Marketing**

1. Supporting a requirement that Tourist Oriented Directional Signs advertising agriculture businesses include the words "Support Local Farms".

**Food Quality and Safety**

2. Opposing the exemption of non-profit member organizations from Food Code (PA Title 7, Agriculture, Chapter 46) regulations.

**Natural Resources**

3. Supporting the amendment of Acts 49 and 38 to allow for certified Act 38 Nutrient Management Planners to be authorized to complete stand-alone Nutrient Balance Sheets for imported manure.
4. Supporting a requirement that county conservation district staff be trained and available to write conservation plans.
5. Supporting a \$1,000.00 fine limit on agricultural enterprise conservation and environmental violations.
6. Supporting a requirement for the Department of Environmental Protection to have a positive test for contamination in order to issue a fine in the event of water pollution.

**Wildlife Crop Damage**

7. Supporting the legalization of products like "Rodentator" to control burrowing pests.

**Taxes**

8. Supporting the amendment of the Clean and Green Act to authorize application of limited roll-back tax on use of enrolled land for rural enterprises by persons other than the landowner or the landowner's immediate family.
9. Supporting a partial reduction of school property taxes as a possible needed step in the process needed to achieve the final result of eliminating school property taxes.
10. Supporting the exemption of purchases of lumber and building materials for construction, repair or maintenance of facilities used in production agriculture from state sales tax.
11. Supporting state income tax credits for landowners who lease idle farmland to beginning farmers for agricultural production.
12. Supporting a requirement that public notification of any change in eligibility standards for REAP program credits

be provided at least 90 days before the fiscal year in which the change takes effect.

**Federal Issues****Natural Resources**

13. Supporting a grandfathered approval for dams and water containment structures whose design and construction meet the standards in effect at the time the structure was built and that they not be subject to more design or construction requirements imposed after the time of construction, unless it is proven that the structure has been damaged and the level of damage seriously threatens structural integrity. Furthermore such structures should be

(continued on page 8)

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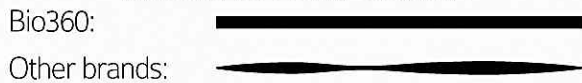


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NEWS

# Congress Passes Budget - Finally

Robert Guenther

Congress has come together at the end of year to pass major legislation that will fund the government through 2016, as well as determine a number of policy issues moving forward. United Fresh supported the House and Senate reaching compromise on this overall package, as our members and the country overall need certainty in government budgets and programs to efficiently manage our own businesses.

Below is an outline of the major provisions of the legislation that have particular effect on our produce industry. This includes provisions within both the Omnibus appropriations legislation and a series of business-focused tax agreements which include permanent extension of provisions that have historically been addressed every year or two.

## Food and Agriculture Policy

School Meals – United Fresh was successful in preventing any changes to fruit and vegetable requirements for school meals or the Fresh Fruit and Vegetable Program, in the one-year Agricultural Appropriations portion of the bill. Congress did maintain a delay in sodium reduction for school meals and a waiver option for schools unable to meet whole grain requirements.

However, these issues will be back on the agenda for debate in early 2016 as the Senate and House take up the five-year policy legislation for Child Nutrition Reauthorization. With Senate Republican and Democratic leaders close to a compromise that United Fresh supported, we had hoped to see this permanent legislation rolled into the Omnibus bill. However, most large-scale policy legislation was left out of the final omnibus, in favor of addressing these issues individually next year.

Food and Drug Administration (FDA) – United Fresh and many throughout the food industry supported increased funding for the FDA to assist in implementation of the new final rules under the Food Safety Modernization Act. The bill includes an additional \$104.5 million in funding for FDA, with a significant portion of those funds going to support state departments of agriculture for FSMA education and compliance support.

Cafeteria Equipment – United Fresh was pleased with \$30 million added for school cafeteria equipment grants. This money will be available to provide competitive grants to schools to purchase equipment needed to serve healthier meals, improve food safety and to help support the school breakfast program.

Menu Labeling – The retail industry is pleased with a provision included in the omnibus that provides grocery stores and food retailers a one-year delay in complying with new FDA menu labeling regulations.

Animal and Plant Health Inspection Service (APHIS) – The citrus industry received \$7.2 million in funding to support efforts to combat citrus greening.

Dietary Guidelines – A number of food groups concerned about the Dietary Guidelines development process were successful in including a provision to ensure the guidelines adhere to the nutritional and dietary scope of the law and are based upon sound science. United Fresh believes USDA and HHS already ensure that the guidelines follow these standards, thus did not take a position on this issue.

*(continued on page 10)*

## PVGA Annual Meeting... *(continued from page 6)*


able to be removed at the option of the owner of the structure, when serious damage has occurred. Also supporting a requirement that the Army Corps of Engineers base standards for design of dams and water containment structures on the precipitation events that have historically occurred at the location where the structure exits or is to be built, rather than regionally.

### Education

- 14. Supporting the eligibility of students graduating from college with student loans, who return to production agriculture, for the Public Service Loan Forgiveness Program.

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NEWS

**Congress Passes...** (continued from page 8)

**Other General Provisions**

Country of Origin Labeling (COOL) – While country of origin labeling for produce has been relatively non-controversial, COOL requirements for certain meat products had been strongly opposed by Canada and Mexico, and were recently ruled in violation of World Trade Organization trade standards. With Canada and Mexico planning retaliatory tariffs of up to \$1 billion on U.S. products including fruits and vegetables, United Fresh supported repeal of COOL for meat products, which was successfully included in the omnibus.

Transportation – United Fresh supported a provision included in the legislation to suspend parts of the Truck Drivers Hours of Service rule pending a study by the Department of Transportation. While this is not a full repeal, it is a helpful step.

Guestworker Program – Provisions in the omnibus package exempt H-2B returning workers from the 66,000 annual cap in this program, as well as make several changes to the Department of Labor’s administration of the program. Although H-2B does not apply to agricultural workers, some small steps forward in the area of guestworker programs is a good sign. However, it should be noted that this provision has already attracted some of the most vigorous opposition to the overall bill.

**Tax Provisions**

Tax Deduction for Food Donations – United Fresh supported a provision included in the bill to create a permanent “enhanced” tax deduction for those companies that donate surplus food to food banks. Under enhanced deductions, the taxpayer gets credit for the full value of the food plus an additional deduction for the expense and labor of donating the product.

Section 179 – The IRS Section 179 provision allows farmers and business owners to upgrade machinery and make other qualifying purchases while writing off the full purchase price in the current tax year. The provision included in the tax package will permanently allow a business to expense up to \$500,000, up from a limit of \$25,000. The \$500,000 limit is reduced dollar for dollar after expenditures reach \$2 million. The provision also would index both the \$500,000 and \$2 million limits for inflation beginning in 2016.

Extension and Modification of Bonus Depreciation – The provision extends bonus depreciation for property acquired and placed in service during 2015 through 2019 (with an additional

year for certain property with a longer production period). The bonus depreciation percentage is 50 percent for property placed in service during 2015, 2016 and 2017 and phases down, with 40 percent in 2018, and 30 percent in 2019.

**Conclusion**

The overall package represents several important accomplishments for the fresh produce industry, including the second year we have been able to defeat challenges to the fruit and vegetable provisions within school nutrition programs. In addition, the repeal of COOL requirements for meat products prevented disruption of trade and costly tariffs on a number of fruit and vegetable products going to Canada and Mexico.

Also, some of the tax provisions included in the bill give many of our members certainty in long-term infrastructure investments, capital improvements and important incentives to reduce food waste and support local food banks.

However, there remain a number of high-priority policy issues that did not make into this final agreement, and will be back on our agenda for 2016. United Fresh will be pursuing these important issues, including Child Nutrition Reauthorization, western drought-relief legislation, labor reform and immigration, among others in early 2016

*Mr. Guenther is Senior Vice President for Public Policy of the United Fresh Produce Association of which PVGA is a member.*

**PVGA Committees...** (continued from page 4)

- Ag In The Classroom Program (Donations) \$500
- Ag Science Education Mobile Lab (Donations) \$500
- Capitol Hunger Garden (Donations) \$150
- Delaware Valley College A-Day Ad (Promotions) \$125
- Farm-City Day Vegetables (Promotions) + \$50
- PASA Conference Program Ad (Membership) \$310
- Keystone Cornucopia Reception (Legislative) \$200
- Farm Show Livestock Sale (Farm Show Booth) +\$100
- Farm Show Bus Transportation (Farm Show Booth) +\$125
- Farm Show Food Court Table Cleaning (Farm Show) +\$200
- Farm Show Visitor’s Guide Ad (Farm Show) \$700
- Grower Reception at Convention (Convention) \$250
- Ice Cream Social at Convention (Convention) \$800 to \$1,200

The Board’s next meeting will be February 1, 2016, at Hershey.



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# State News Briefs

## Property Tax Reform Fails By One Vote

It took the vote of the Lieutenant Governor to defeat a measure that would have provided significant changes to the way schools in Pennsylvania are funded. Lt. Gov. Mike Stack cast a decisive vote to defeat an amendment that would have gradually eliminated property taxes by shifting taxation to an increase in personal income and sales taxes. The amendment was defeated 25-24. Sen. David Argall, who crafted Senate Bill 76, said he and others are not giving up on their quest to eliminate school property taxes. Argall said he wanted to see Pennsylvania move to a fairer system of taxation, one that spreads the responsibility of paying for schools to all taxpayers and not just property owners.

“While this legislation did not gain enough votes to pass the Senate, the problem of ever-rising school property taxes does not go away,” he said. “Each session, we continue to pick up support in all parts of the state and tonight’s tie vote in the Senate shows the importance of this issue.”

Prior to the vote, Pennsylvania Farm Bureau encouraged members of the Senate to vote in favor of shifting school property taxes to other forms of taxation. PFB President Rick Ebert said farmers were disappointed the vote failed in the Senate.

“Farm families across Pennsylvania have long sought a more fair and equitable means of funding school districts across the Commonwealth. We believe the language contained in Senate Bill 76 would have been a better alternative than the existing system,” said PFB President Rick Ebert. “Farmers are deeply concerned that they will continue to bear the burden of escalating school property taxes. Since farmers require a lot of land to produce food, they face hefty school property tax bills.”

While Gov. Tom Wolf has proposed shifting some of the property tax burden to an increase in sales tax, that proposal would only impact homesteads and farmsteads—not farmland. Any property tax reform that does not address taxes on farm

land will not help farm families address their concerns, Ebert said.

*From the Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, December 2015.*

## Farm Bureau Reaches Agreement with DEP, Penn State, On BMP Survey

Pennsylvania Farm Bureau reached an agreement with two state agencies and Penn State University to collect data on unreported best management practices utilized by farmers across the state. As part of the agreement, Penn State will collect data from members through a survey and share the aggregated results with the Department of Environmental Protection. For a number of years, Pennsylvania Farm Bureau has argued the federal Environmental Protection Agency has significantly underreported the number of BMPs that farmers are using to reduce the amount of nutrients reaching the Chesapeake Bay Watershed. A model that the EPA used to develop its Bay cleanup plan only accounted for BMPs that were paid for using federal cost-share dollars, ignoring the voluntary practices farmers have installed on their farms. This data will be used to show the federal government a far-more accurate accounting of best management practices on farms. To date, no survey data exists to quantify the voluntary and non-cost-share BMPs installed on Pennsylvania farms. EPA officials have set targeted reduction guidelines for nutrients like nitrogen and phosphorus from reaching the Chesapeake Bay, along with specific deadlines for states to reach those goals. PFB is concerned the lack of accurate accounting for BMPs paints an inaccurate picture of agriculture’s contributions to water quality concerns within the Bay watershed. The project may require that someone from Penn State, DEP or a local conservation district meet with a small number of randomly selected survey participants to verify that

*(continued on page 23)*

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## CONVENTION

**2016 Convention...** (continued from page 1)

- Identifying the "Undiscussabulls™" that you need to take care of, and start your own pack.

Elaine delivers actionable information farm business owners and managers can implement today. She challenges farm family businesses to get "unstuck" and not accept the high anxiety and stress of poor decision making. Her tools are grounded in years of working with farm succession planning and coaching. Her award winning book *Planting the Seed of Hope* helps build insight and trust quickly with families seeking tools for dealing with conflict and change.

Ms. Froese will also be speaking the following day on "Dealing with Farming's In-law Factor and Family Dynamics."

**Farm Market Bus Tour**

This all-day bus tour the day before the Convention will leave the Hershey Lodge at 8:15 a.m. and return at 5:30 p.m. It will include visits to the following businesses.

Kegel's Produce is a wholesale distributor of fruits, vegetables and other fresh products to food service operations including restaurants, hospitals, colleges, and K-12 schools. Kegel's obtains produce from a wide range of suppliers including local growers when possible. We'll see their storage and fresh-cut facilities, and learn about how they manage inventory, obtain needed produce, and fill their many and varied orders.

The Country Barn Market is a highly diversified operation that produces a wide range of products from vegetables and greenhouse crops to beef and Christmas trees with a large focus on farm-to-fork. The farm features a farm market, animals that can be petted, a large barn used to host weddings and other events, and an Inn. We'll learn about the behind-the-scenes management that goes into operating such a variety of activities, and enjoy lunch in the Country Barn.

Cherry Hill Orchards grows over 100 varieties of fruit in addition to sweet corn and pumpkins on nearly 120 acres of production fields. Their sales are divided nearly equally between pick-your-own, retail, and wholesale avenues. We'll see their production orchards, storage facilities, and retail store, and learn about how they transition through their wide variety of seasonal items that provide year-round sales. In addition, we'll see their solar arrays comprised of more than 750 solar panels, which produce over 230,000 Kilowatt-hours of electricity per year.

Kauffman's Fruit Farm is a fifth-generation farm with three generations currently involved in operations. We'll tour their tree fruit production fields, apple cider and apple butter production facility, and retail store. Web sales through their own web site and Amazon are becoming a larger part of their operation, so we'll learn how they manage their web site and visit the shipping department from which they fill orders.

**Reduced Registration for Spouses, Children or Employees**

The Convention now offers a reduced pre-registration fee for additional persons attending from a member farm. The first person from the farm must pay the \$65 pre-registration fee but spouses, adult children, or employees are eligible for a \$60 pre-registration fee. The purpose is to make it more feasible for growers to bring additional persons from their farms to experience the educational opportunities available at the Convention. Remember, one \$50 PVGA membership qualifies all persons from the farm for the membership registration rates. And children under 16 and all students are admitted free.

**Pre-Convention Workshops**

Besides the Farm Market Bus Tour, six special workshops will be offered on Monday, February 1, the day before the main Convention opens. **PRE-REGISTRATION IS REQUIRED FOR THESE WORKSHOPS ALONG WITH AN ADDITIONAL REGISTRATION FEE.** Unless otherwise noted, workshops will be conducted at the Hershey Lodge and Convention Center in Hershey.

**Farm Transition**

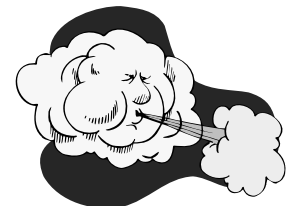
*\$40.00 fee (includes lunch) - 9:00 a.m. to 4:00 p.m.*

This one day session is designed to provide farm families with critical resources to navigate through transitioning the farm from one generation to the next. You will interact with both nationally recognized experts and farm families who are currently working through the transitioning process.

- 9:00 **What You Need to Know When Transitioning the Farm From One Generation to the Next** - Louis Shuntich, Advanced Consulting Group with Nationwide Insurance
- 1:00 **Farm Family Communications - Dynamics and Challenges and Family Meeting Guidelines** - Darlene Livingston, Penna. Farm Link
- 2:45 **Families in the Arena** - Lenny Burger Jr. & Lenny Burger III Burgers Farm; Lewis, Walter & Robin Peregrin, Miller's Orchard Farm Market

(continued on page 13)

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**CONVENTION**

**2016 Convention...** (continued from page 12)

**Pesticide Applicators License Training**

\$60 fee (includes lunch) - 9:00 a.m. to 4:00 p.m.

If you intend to purchase and/or apply restricted use pesticides for the purpose of producing an agricultural commodity on land which is owned or rented by you in Pennsylvania, then you need a Pennsylvania Department of Agriculture (PDA) Pesticide License. To become a certified private applicator, testing is required. This full day session on February 1 will cover the basics and prepare you for the pesticide applicator's exam (which will take place morning of February 2 from 8:30 a.m. – 11:30 a.m.). Fee includes the Private Applicator Packet (course and study material).

**Tools for Farm Food Safety Planning, GAP Audits, and FSMA Compliance**

\$50 fee (includes lunch) - 9:00 a.m. to 3:30 p.m.

This workshop will assist growers who are writing a USDA Harmonized GAP food safety plan and who are preparing for a GAP audit. In addition, we will provide updates on the Produce Safety Rule of the Food Safety Modernization Act (FSMA), including scope, coverage, exemptions and timelines for compliance. Limited to 50 participants.

9 a.m **Introductions and Workshop Overview**

- 9:15 **Update on Produce Safety Rule of FSMA** - Dr. Luke LaBorde, Penn State Food Science
- 10:00 **Review of USDA GAP/GHP Audits** - Judy Martin and Brenda Sheaffer, Penna. Department of Agriculture
- 11:00 **Food Safety Planning: General Questions** - Lee Stivers, Penn State Extension
- 12:45 **Food Safety Planning: Field Production** - Dr. Luke LaBorde, Penn State Food Science
- 1:30 **Food Safety Planning: Harvesting** - Lee Stivers, Penn State Extension
- 2:15 **Food Safety Planning: Transportation** - Thomas Ford, Penn State Extension
- 3:00 **Discussion, Evaluations**

(continued on page 14)

***If you are unable to attend the Convention, you can purchase a copy of the Proceedings which will contain summaries of many of the vegetable, small fruit and marketing sessions. Call PVGA at 717-694-3596.***

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## CONVENTION

**2016 Convention...** (continued from page 13)**Hops Production 101**

\$90.00 fee (includes lunch) - 9:00 a.m. to 3:30 p.m.

This one day session on hops production is designed to educate hops growers and prospective hops growers on site selection, nutrient management, pest management, harvesting and processing of hops, and how to work with local brewers to market hops

- 9:00 **Site Selection and Pre-Plant Considerations for Eastern Growers** - Steve Miller, Cornell Coop Ext
- 9:45 **Nutrient Management in Commercial Hops Plantings** - Thomas Ford, Penn State Ext.
- 10:30 **Growers Perspective on Training and Planting Hops** - Noah Petronic, Keystone Hops
- 11:00 **Weed Management in Hops Production Systems** - Timothy Weigle, Cornell Univ
- 11:30 **How Brewers Use Hops, What Varieties and Why** - John Trogner, Troegs Brewery
- 1:00 **Insect and Disease Management in Commercial Hops Production Systems** - Timothy Weigle, Cornell Univ
- 1:45 **Harvesting and Processing of Hops for Eastern Growers** - Steven Miller, Cornell Coop Ext
- 2:15 **Economic Considerations for Commercial Hops Production** - Kevin Martin, Penn State Ext.
- 3:00 **Experiences With Using Local Hops and Local Growers** - John Trogner, Troegs Brewery

**Hard Cider from Seed to Sip – Business and Production Workshop**

\$120 fee - 1:00 p.m. to 5:00 p.m.

This workshop will be conducted at The Vineyard and Brewery at Hershey, 598 Schoolhouse Road, Middletown, PA 17057, <http://vineyardathershey.com/the-brewery/> (fee includes networking from 5:00 to 6:00 p.m. with tapas by Sophia's at Walden and an opportunity to try Hershey Brewery Ciders)

- 1:00 **Welcome**
- 1:05 **Hard Cider Market Trends** - Carla Snyder, Penn State Extension, Marketing & Ag Entrepreneurship - U.S. hard cider market trends with a focus on Mid-Atlantic market sales, consumer outlook and competition.
- 1:30 **Developing the Modern American Hard Cider Orchard** - Eric Shatt, Cornell University, Horticulture & Redbyrd Cider - Challenges of growing cider apples, choosing your varietal blend, orchard design and much more.
- 2:30 **Benchmark Tasting of Fruit Ciders** - Tasting to focus on select fruit ciders to evaluate style relative to fruit ciders from a commercial or craft perspective. Data (i.e., residual sugar, alcohol, tannin) presented on each hard cider along with sensory descriptors and production techniques. Led by Denise Gardner.
- 3:30 **Content Marketing** - Mary Bigham, Town & Dish Works LLC - Customized, professional content marketing to increase sales, customer engagement and brand awareness for your cidery!
- 4:00 **Hard Cider Production: A Closer Look at Fermentation** - Denise Gardner, Penn State Extension, Enology - Dive into the world of primary fermentation from yeast selection to stylistic options available for hard cider producers.

(continued on page 15)



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## CONVENTION

**2016 Convention...** (continued from page 14)**Pruning by the Numbers – Simplified Rules for Pruning and Training Tall Spindle Systems**

\$15 fee – 1:30 p.m. to 3:30 p.m.

This workshop will be conducted at the Penn State Fruit Research & Extension Center 290 University Drive, Biglerville, PA 17307 <http://agsci.psu.edu/frec>.

Topics to be discussed and demonstrated:

**Pruning Tall Spindle Trees at Various Tree Spacings  
Simplified Pruning and Training Strategies  
Economic Impacts based on Yield and Fruit Size**

Many of you plan to gather with friends for the evening meals at Hershey. Why not plan to join a larger group of friends and fellow growers at the Annual Fruit and Vegetable Growers Banquet on February 1. There will be door prize drawings for the ladies and brief presentations by the participating grower organizations. PVGA will present its sixteenth Annual Award at the Dinner and two Life Memberships. Tickets for the banquet and reception are \$35.

**Spanish Session**

In an effort to provide additional education to Hispanic orchard employees, Penn State Cooperative Extension is again organizing a special session in Spanish to be held on Wednesday, February 3 at the Convention. Various relevant fruit and vegetable production topics will be presented. All are welcome, so please encourage your Hispanic friends and workers to attend the day's seminars and trade show.

Attendees must pay the regular registration fee. Employees of PVGA members are eligible for the \$65 or \$60 pre-registration rate.

**Ice Cream Social**

After you have enjoyed dinner on your own on Wednesday, February 3, come to the Great Lobby outside the trade show hall for the seventeenth annual PVGA Ice Cream Social from 7:00 to 8:00 p.m. The social will be open to all Convention attendees, so come early to enjoy a visit with old friends and to meet new friends. The ice cream will only be served until 8:00 p.m. but you can continue to visit for as long as you like.

**Music Jam Session**

A music jam session will be held in the Lodge Lobby on Wednesday, February 1, also so if you play an instrument, bring it along and join in the fun.

**The Hershey Lodge**

The Hershey Lodge offers an indoor pool, exercise and game room, and restaurants while the Hershey area has an outlet center, Chocolate World and other attractions that will appeal to whole family. So why not plan a mid-winter vacation at the Lodge. In case of a winter storm, you can still attend all the Convention events without setting foot outside - the Convention will go on regardless of the weather. A special Convention room rate makes the Lodge more affordable. Rooms are \$140 per night for up to four persons. To make a reservation, call 1-800-HERSHEY or 717-533-3311 and give them group code 1042731. Staying at the Hershey Lodge rather than some other motel ultimately enables us to keep the registration prices down. Child care services are available through the Hershey Lodge as well. Plan now to spend the week in Hershey.

(continued on page 16)

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## CONVENTION

**2016 Convention...** (continued from page 15)**Pre-Register**

There is no better opportunity for you to meet with vegetable, potato and small fruit experts from across the nation, dozens of vendors and fellow growers in one place. Plan now to be there! Remember that pre-registration helps us make better plans and can save you from waiting in a long registration line. You also save \$15 to \$20 by pre-registering by January 25. There is a pre-registration form in the November issue of the newsletter and on the Convention website at [www.mafvc.org](http://www.mafvc.org). Each member's membership renewal form, mailed by first-class mail to each member, is also a Convention registration form. You can also call PVGA at 717-694-3596 and we will be happy to mail or fax you a registration form. Walk-in registration at the Convention is also available. Checks must be used for all pre-registrations by mail. Cash or checks are accepted at the Convention.

**Convention Program**

The following topics and speakers have been scheduled for the educational program at the 2016 Mid-Atlantic Fruit and Vegetable Convention. Please note, speakers, topics, times and rooms in this program are subject to change. Check for updates on the website at [www.mafvc.org](http://www.mafvc.org). The printed program at the Convention will take precedence over any pre-convention programs. This list does NOT include the Tree Fruit, Peach and Wine Grape sessions which are listed in the November newsletter and the website.

\* indicates topic expected to qualify for a category pesticide update training credit

\*\* indicates topic expected to qualify for a core pesticide update training credit

\*\*\* indicates topic expected to qualify for a fumigation update training credit

**Tuesday Morning, February 2, 2016****Wildlife Management** – Trinidad Room

9:00 **History and Status of Fencing for Wildlife Management** – Frank Otto, Summit Ag Systems

9:45 **Managing Deer Damage in Your Enterprise** - Jonathan Kays, Univ. of Maryland Ext.

**Cover Crops** – Magnolia Room ABC

9:00 **Beneficial Cover Crop Mixes for Vegetable Rotations** – Kaitlin Dye, Cover Crop Solutions LLC

9:45 **Nutrient Recovery In Cover Crops** – Steven Groff, Cedar Meadow Farms

**Herbs** – Wild Rose Room

9:00 **Getting Started with Growing Culinary Herbs** – Dr. Elsa Sanchez, Penn State Univ

9:45 **\*Basel Downy Mildew: Management and Progress in Research** – Dr. Andrew Wyenandt, Rutgers Coop. Ext.

**Organic Vegetable Production** – Empire Room AB

9:00 **Minimum Tillage and Cover Cropping for Managing Weeds in Organic Vegetables** – Dr. Cerruti Hooks, Univ. of Maryland

9:45 **Low Soil Inorganic N is Not so Yield Limiting in Established Organic Systems** – Dr. Alison Grantham, Blue Apron

**Food Banking** – Empire Room CD

9:00 **Overview of Food Banking** – Sheila Christopher, Hunger Free Pennsylvania

9:45 **Tax Policy for Food Donations** – Carrie Calvert, Feeding America

**Introduction to Hops** – Cocoa 1/Terrace

9:00 **Site Selections and Pre-Plant Considerations & Basic Management for Eastern Growers** – Steve Miller, Cornell Coop Ext

9:45 **Pest Management in Hops Production Systems** – Timothy Weigle, Cornell Univ

10:10 **Economic Considerations of Commercial Hops Production** – Kevin Martin, Penn State Ext.

**GMO's** – Crystal Room

9:00 **GMO Basics, The Science of it and Crafting Marketing Messages** – William Hlubik, Rutgers Coop. Ext & Heather Mikulas, Penn State Univ.

9:45 **Consumer Perceptions of GMO's and Mandatory Labeling** – Dr. William Hallman, Rutgers Univ.

**Keynote** – Nigerian/Trinidad

10:45 **Mid-Atlantic Legislative Affairs Update**

11:00 **Keynote Presentation – Discuss the Undiscussabull – Tools for Talking about the Tough Issues in Farm Transfer** – Elaine Froese, Family Farm Coach

(continued on page 17)



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## CONVENTION

**2016 Convention...** (continued from page 16)**Tuesday Afternoon, February 2, 2016****Sweet Corn** – Trinidad Room

- 1:00 **\*\*Storage and Spills** – Dr. Timothy Elkner, Penn State Ext.
- 1:30 **\*Fall Armyworm Migration – Implications for the Mid Atlantic** – Robert Meagher Jr, USDA, ARS
- 2:00 **No-Till Planter Set-Ups - Do's and Don't's** – Thomas Strzelecki, Covered Wagon Produce
- 2:30 **\*Cover Crops for Weed Management and N-Supply** – Steven Mirsky, USDA, ARS
- 3:15 **Early Season Production** – Ronald & William Beinlich, Triple B Farms; Brenton Barnhart, Country Creek Produce; Mark & Andrew Duda, Duda's Farm; Harold Weaver, Meadowgate Vista Farm

**Food Safety Crisis Management** – Magnolia Room ABC

- 1:30 **Impact of FSMA on Mid Atlantic Growers** – Dr. Wesley Kline, Rutgers Coop. Ext.
- 2:00 **Can Cow Manure Be Used Safely as Fertilizer for Vegetables?** – Dr. Jeffrey LeJeune, Ohio State Univ.
- 3:15 **Are You Ready for a Recall** – Amy Philpott, Watson Green LLC

**Root Crops** – Wild Rose Room

- 1:30 **\*Gain the Upper Hand in Weed Control by Understanding the Enemy** – Darcy Telenko, Cornell Coop Ext.
- 2:00 **Growing and Marketing Root Crops at Everblossom Farm** – Elaine Lemmon, Everblossom Farm
- 2:30 **Variety Selection for Flavor, Nutrition and Marketing** – Jan Van Der Heide, Bejo Seeds
- 3:15 **\*Insect Pests of Root Crops** – Dr. Shelby Fleischer, Penn State Univ
- 4:00 **\*\*Overlooked Steps to Getting the Correct Rate of Pesticides** – Lee Stivers, Penn State Ext.

**Organic Vegetable Production** – Empire Room AB

- 1:30 **\*Weed Management in Organic Onions** – Bryan Brown, Univ. of Maine
- 2:00 **\*Scouting Insects in High Tunnels** – Kathleen Ayers, Penn State Univ
- 2:30 **\*Using Biocontrols for Insect Pests in High Tunnels** – Dr. Margaret Skinner, Univ. of Vermont
- 3:15 **\*Identifying Common Natural Enemies in High Tunnels** – Dr. Margaret Skinner, Univ. of Vermont
- 4:00 **Planning Diversified Crops for Winter Income** – Elaine Lemmon, Everblossom Farm

(continued on page 18)

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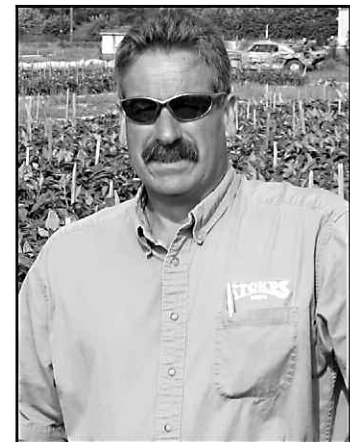
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## CONVENTION

**2016 Convention...** (continued from page 17)**Hydroponics** – Empire Room CD

- 1:30 **Tomatoes Varieties for Hydroponics in the Mid-Atlantic** – Natalie Bumgarner, Univ. of Tennessee
- 2:00 **\*Keeping Hydroponic Systems Clean Using Peroxides** – Vijay Kumar Choppakatla, BioSafe Systems
- 2:30 **\*Utilizing Microbial Probiotics in Hydroponic Lettuce Production** – Natalie Bumgarner, Univ. of Tennessee
- 3:15 **Chasing Nutrient Solutions Targets** – Thomas Childs, Twin Springs Fruit Farm
- 4:00 **\*Downy Mildew in Hydroponic Basil** – Thomas Ford, Penn State Ext.

**Labor/Farm Management** – Cocoa 1/Terrace  
To be announced**Wholesale Marketing** – Crystal Room

- 1:30 **Food Hubs - Enhance Your Understanding of This Newer Method to Get Farm Fresh Food to Consumers** – Ann Karlan, Fair Food
- 2:15 **Farm To School – Recent Successes and Future Opportunities to Connect Local Produce with School Food Programs** – Vonda Cooke, Child Nutrition Program
- 3:15 **Direct Store Deliveries – Meeting Criteria, Building Relationships and What We Do to Exceed Expectations** – James Weaver, Meadow View Farm
- 4:00 **Produce Auctions – Trends in This Industry and What is On the Horizon** – Bennie C. Yoder, Countryside Produce Auction

**Wednesday Morning, February 3, 2016****Tomatoes** – Magnolia Room ABC

- 9:00 **Penn State Variety Update** – Dr. Majid Foolad, Penn State Univ.
- 9:30 **\*Looking at Nanomaterials for Bacterial Spot Control** – Amanda Strayer, Univ. of Florida
- 10:15 **\*Tomato Disease Update - Planning for 2016** – Dr. Beth Gugino, Penn State Univ.
- 11:00 **\*Detection of Canker and Salmonella in Irrigation Water** – Nitika Khatri, Ohio State Univ.
- 11:30 **PVGA Annual Meeting** – Crystal Room

**General Vegetables/IPM** – Crystal Room

- 9:00 **Update on Biodegradable Mulch** – Dr. Michael Orzolek, Penn State Univ Emeritus
- 9:30 **\*\*Air Blast Sprayer Calibration** – Eric Oesterling,
- 10:15 **Season Long Lettuce Production** – Arthur King, Harvest Valley Farms
- 11:00 **Celery Production** – Dr. Michael Orzolek, Penn State Univ Emeritus
- 11:30 **PVGA Annual Meeting** – Crystal Room

**Greenhouse Skills** – Empire Room AB

- 9:00 **Root Zone Environment Management in Container Crop Production** – Dr. Youbin Zheng, Univ. of Guelph
- 9:30 **\*\*Water Quality – Impact on Pesticide Efficacy and Plant Production** – Thomas Ford, Penn State Ext.
- 10:15 **Deconstructing Fertilizer Formulas** – Dr. Cari Peters, J R Peters Inc
- 11:00 **\*Managing Western Flower Thrips Using Biocontrols** – Scott Creary
- 11:30 **PVGA Annual Meeting** – Crystal Room

**Peppers and Eggplant** – Empire Room CB


- 9:00 **Pepper Variety Trials** – Sheldon Sutton, Rupp Seeds
- 9:30 **Broad Mites in Peppers** – Steven Bogash, Penn State Ext.
- 10:15 **Diseases of Peppers** – Dr. Andrew Wyenandt, Rutgers Univ.
- 11:00 **Peppers and Eggplant for Ethnic Markets** – Thomas Strzelecki, Covered Wagon Produce
- 11:30 **PVGA Annual Meeting** – Crystal Room

**Small Fruit** – Wild Rose Room

- 9:00 **\*Spotted Wing Drosophila - When Do I Really Need to Start Spraying?** – Dr. Gregory Loeb, Cornell Univ.
- 9:30 **Closing the Loop in Recycling Ag Plastics - It Can Be Done!** – Ron Davis, R. Davis Enterprises Inc
- 10:15 **\*Thrips Galore, and We Don't Want More!** – Dr. Margaret Skinner, Univ. of Vermont & Kathleen Demchak, Penn State Univ.
- 11:00 **Performance of New Strawberry Varieties in Plasticulture and Matted-Row Field Trials** – Dr. Timothy Elkner, Penn State Ext. & Kathleen Demchak, Penn State Univ.

(continued on page 19)

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CONVENTION

**2016 Convention...** (continued from page 18)

**Business Planning for Direct Marketers** – Trinidad Room

9:00 **Yes, You Really Do Need a Business Plan** – Keith Dickinson, Farm Credit East

10:00 **You Think you're Being Smart, but...** – Ed Weaver, Weavers' Orchard, David Fleming Jr.: Shady Brook Farm; & Caleb Torrice, Tabora Farm

11:30 **Dealing with Farming's In-law Factor and Family Dynamics** – Elaine Froese, Family Farm Coach

**Spanish** – Magnolia Room D

9:00 **Hands-On Weed Identification** – Dwight Lingenfelter & Lee Stivers, Penn State Ext.; Beth Sastre, VCE-Loudon Ext. Office

10:00 **\*IPM Techniques for High Tunnel Production** – Maria Gorgo (NRCS), Noel Soto (NRCS), Cathy Thomas (PDA)

10:45 **\*\*Protecting Yourself and Your Family from Pesticide Exposure** – Hector Nunez-Contreras, Penn State Ext.

**Wednesday Afternoon, February 3, 2016**

**Tomatoes** – Wild Rose Room

1:30 **\*Bio Pesticides - Where Is the Future** – Timothy Johnson, Marrone Bio Innovations

2:00 **\*\*Storage and Spills** – Dr. Timothy Elkner, Penn State Ext.

2:30 **\*Fruit Rots and Timing of the Last Fungicide Application – What's the Best Approach?** – Cheryl Trueman, Univ. of Guelph

3:15 **Top Tomato Production** – Steven Bogash, Penn State Ext.

4:00 **\*What We Have Learned about Managing Stink Bugs in Tomatoes** – Dr. Thomas Kuhar, Virginia Tech

**General Vegetables** – Crystal Room

1:30 **Succession Planting** – Dr. William Lamont, Jr., Penn State Univ

2:00 **Asparagus Production** – Dr. Thomas Orton, Rutgers Co-op Ext.

2:30 **\*Evaluating Select Management Strategies for Bacterial Diseases of Onion** – Jennie Mazzone, Penn State Univ

3:15 **How Plant Growth Promoters Size Grain and Fill Fruits** – Dr. Richard Woodward, Stoller USA


4:00 **\*New Vegetable Herbicides** – Dr. Mark Van Gessel, Univ. of Delaware

(continued on page 20)

*If you are unable to attend the Convention, you can purchase a copy of the Proceedings which will contain summaries of many of the vegetable, small fruit and marketing sessions. Call PVGA at 717-694-3596.*


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## CONVENTION

**2016 Convention...** (continued from page 19)**Greenhouse Ornamentals** – Empire Room AB

- 1:30 **\*Diagnosing Disease Problems in the Greenhouse** – Virginia Brubaker, GGS-Pro
- 2:00 **\*Diagnosing Insect Problems in the Greenhouse** – Virginia Brubaker, GGS-Pro
- 2:30 **Succulents - All the Juicy Details** – John Friel, Emerald Coast Growers
- 3:15 **Best Plants From the 2015 Penn State Flower Trials** – Sinclair Adam, Penn State Ext.
- 4:00 **LEDs and Their Application in Horticulture** – Dr. Youbin Zheng, Univ. of Guelph

**Specialty Crops** – Empire Room CD

- 1:30 **Outstanding New PawPaws** – Carl Cantaluppi, North Carolina Ext.
- 2:00 **You Can Grow Ginger** – Leah Tewksbury, Tewksbury Grace Farms
- 2:30 **Chick Peas Have Potential** – John Esslinger, Penn State Ext. & Joseph Yodock
- 3:15 **Growing Okra on Plastic** – Dr. William Lamont, Jr., Penn State Univ
- 4:00 **\*\*Get My Drift?** – John Esslinger, Penn State Ext.

**Agritourism** – Magnolia Room ABC

- 1:30 **How to Handle Large Crowds at Your AT Events** – Timothy VonThun, VonThun Family Farm
- 2:00 **Practical Advice for Managing Liability on Agritourism Farms** – Brian Schilling, Rutgers Coop. Ext.
- 2:30 **Tips for Hiring and Managing Employees for Agritourism** – Gillian Armstrong, Rutgers Univ. & William Hlubik, Rutgers Coop. Ext.
- 3:15 **Agritourism Need Not to be a Risky Business** – Patricia Hastings, Rutgers Coop Ext.
- 4:00 **Consumers Want to Know Their Farmer, But Do Farmers Know Their Customers** – Richard VanVranken, Rutgers Univ.

**Thursday Morning, February 4, 2016****Vine Crops** – Magnolia Room ABC

- 9:00 **\*New Options for Cucumber Beetle Management** – Dr. Shelby Fleischer, Penn State Univ
- 9:30 **Growing Seedless Watermelons** – Dr. Gordon Johnson, Univ. of Delaware
- 10:15 **\*Weed Control in Vine Crops – Making the Most With What We Have Available** – Dr. Mark Van Gessel, Univ. of Delaware
- 11:00 **Seedless Watermelon Varieties – Results of the SE PA Trial** – Tanner Delvalle, Penn State Ext.
- 11:30 **Biological Strip-Till for Vine Crops** – Dr. Gordon Johnson, Univ. of Delaware

**Bio Controls in High Tunnels** – Crystal Room

- 9:00 **\*Managing Key Pests of Tomatoes with Biocontrols** – Scott Creary
- 9:30 **TerraGrow and TerraClean 5.0 in High Tunnel Systems** – Vijay Kumar Choppakatta, BioSafe Systems
- 10:15 **\*Pathways to Biological Control - Case Studies from the 2015 Growing Season** – Nicolas Ellis, Norden Agricultural LLC
- 11:00 **\*Managing Leaf Mold in High Tunnel Tomatoes** – Steve Bogash, Penn State Ext.
- 11:30 **Root Zone Temperature Management** – Natalie Bumgarner, Univ. of Tennessee

**Potatoes** – Empire Room AB

- 9:00 **Update from the United States Potato Board** – Nolan Masser, Red Hill Farms Inc and David Fraser, United States Potato Board
- 9:30 **Review of the 2015 Potato Season** – Robert Leiby, PA Coop Potato Growers
- 10:15 **Fertility Management for Potatoes** – Dr. Steven Johnson, Univ. of Maine Coop. Ext.
- 11:00 **\*General Disease Update** – Dr. Beth Gugino, Penn State Univ.
- 11:30 **\*Insect Control Measures** – Dr. Thomas Kuhar, Virginia Tech

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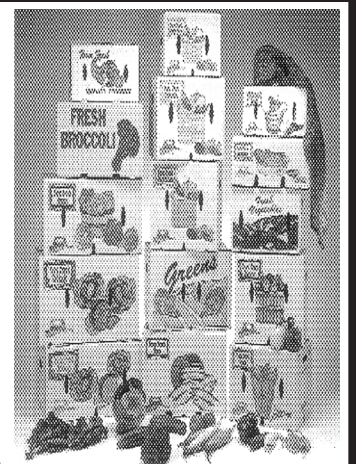
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## CONVENTION

### 2016 Convention... (continued from page 20)

#### Cut Flowers – Empire Room CD

- 9:00 **\*Biologically Based Approaches to Disease Management in Specialty Cut Flowers** – Thomas Ford, Penn State Ext.
- 9:30 **High Tunnels as Overwintering Structures for Perennials and Semi-Hardy Annual Cut Flowers: A Sharing of Experiences** – Dr. Chris Wien, Cornell Univ.
- 10:15 **Hybrid Liliums & Other Bulb Crops for Summer Production** – Ko Klaver, Botanical Trading Co
- 11:00 **Utilizing Topping Pinching Techniques to Increase Floral Stem Yield in Cut Flowers** – Dr. Chris Wien, Cornell Univ.
- 11:30 **Grower's Perspective on the Cut Flower Industry** – Michelle Elston, Roots Cut Flower Farm LLC

#### Small Fruit – Wild Rose Room

- 9:00 **\*\*\*What's New in Biofumigants for Strawberry Production** – Dr. Charles Johnson, Virginia Tech
- 9:30 **Pruning Brambles - Increase Harvest Efficiency and Winter Hardiness While Improving SWD Management** – Nathan Nourse, Nourse Farms
- 10:15 **\*A National Research Effort to Manage Spotted Wing Drosophila and Recent Advances in Biology and Management** – Dr. Hannah Burrack, North Carolina State Univ. & others to be announced
- 11:00 **\*Strawberry Diseases and Early Season Stunting** – Dr. Charles Johnson, Virginia Tech
- 11:30 **\*Strawberry Crown Rots - How to Tell Them Apart and Differences in Control** – Dr. Cassandra Swett, Univ. of MD

#### Marketing 101 – Cocoa 1/Terrace

- 9:00 **Capturing Your Virtual Customer** – Rebecca Frimmer, Kitchen Table Consultants
- 10:15 **Are Your Products Paying the Rent?** – Josh Smith, Frecon Farms
- 11:15 **Business Collaborations to Expand Your Market - The Partnership of a Hard Cider and Diversified Farm Market** – Reed Soergel, Soergel Orchards

#### Thursday Afternoon, February 4, 2016

#### Pumpkins – Magnolia Room ABC

- 1:30 **\*Update on Insect Pest Management Research in Pumpkins** – Dr. Thomas Kuhar, Virginia Tech
- 2:00 **Tale Of A Thousand Pumpkins - Creating Magic at the Arboretum at Penn State's Pumpkin Festival** – Shari Edelson, Penn State Univ
- 2:30 **\*Soil Borne Cucurbit Disease Management and a Foliar Disease Update** – Dr. Beth Gugino, Penn State Univ.
- 3:15 **\*Palmer Amaranth and Waterhemp Anxieties - Management and Legal Implications?** – Dwight Lingenfelter, Penn State Univ.

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## NEWS

**2016 Convention...** (continued from page 20)**High Tunnels** – Crystal Room

- 1:30 **Supplemental Heating for High Tunnels** – David King, Harvest Valley Farms
- 2:00 **Plastic Films for High Tunnels** – Dr. Michael Orzolek, Penn State Univ Emeritus
- 2:30 **Managing Key Pests of Peppers and Cucumbers with Biocontrols** - Scott Creary
- 3:15 **\*\*\*Pesticide Sprayers for High Tunnels** - Thomas Ford, Penn State Ext.
- 3:45 **Growing Cucumbers in High Tunnels** - Steven Bogash, Penn State Ext.

**Potatoes** – Empire Room AB

- 1:30 **Developing Infrastructure in MSU Potato Breeding Program to Facilitate Bringing New Specialty to Small Growers** – Dr. David Douches, Michigan State Univ.
- 2:00 **\*Dickeya, an Emerging Pathogen on Potatoes** – Dr. Steven Johnson, Univ. of Maine Coop. Ext.
- 2:30 **New Varieties for Pennsylvania Potato Growers** – Michael Peck, Penn State Univ.
- 3:15 **New Opportunities in Disease Resistant Breeding in Potatoes** – Dr. David Douches, Michigan State Univ.
- 3:45 **Blue and White Potato Chips** – Dr. William Lamont Jr., Penn State Univ

**Innovations Equipment & Infrastructure** – Empire Room CD

- 1:30 **To be announced**
- 2:00 **Future of Drones in Ag** – Paul Caskey, SkyPhilly
- 2:30 **Irrigation Optimization** – to be announced
- 3:15 **Is There a Future in Interseeding Cover Crops?** – Corey Dillon, Penn State Univ
- 3:45 **To be announced**

**Small Fruit** – Wild Rose Room

- 1:30 **Crop Production Methods in Beach Plum and Aronia** – Jenny Carleo, Rutgers Coop. Ext.
- 2:00 **\*Demystifying Blueberry Declines in the Mid-Atlantic** – Dr. Cassandra Swett, Univ. of MD
- 2:30 **Understanding Winter Hardiness and Injury in Blueberries** – Dr. Mark Ehlenfeldt, USDA - ARS
- 3:00 **\*Recent Developments in Blueberry Pest Control Options** – David Trinka, MGB Marketing
- 3:30 **\*Practical Monitoring and Management of Spotted Wing Drosophila in Highbush Blueberries** – Dean Polk, Rutgers Univ.

**Social Media and Technology** – Cocoa 1/Terrace

- 1:30 **Apps, Sensors and Technology for Crop Results** – Ben Butler, Butlers Orchard
- 2:00 **Using Videos to Share Your Story** – Sarah Cornelisse, Penn State Univ.
- 2:30 **Social Media Realities** – Shannon Dill, Univ. of Maryland Ext.
- 3:15 **Tricks of the Trade** – Shannon Dill, Univ. of Maryland Ext.

**State News Briefs** (continued from page 11)

survey data reflects what is happening on the farm. PFB encourages all farmers with conservation measures on their farms to participate in this survey.

From the **Pennsylvania Agricultural Alliance Issues Update**, Penna. Farm Bureau, December 2015.

**Shaffer Recognized With Barnraiser Award**

Former Pennsylvania Farm Bureau President and PVGA member Carl T. Shaffer was presented with the Barnraiser Award—the highest distinction given by the Pennsylvania Farm Bureau. The Barnraiser Award recognizes an individual who has made a significant contribution to the agriculture industry in Pennsylvania. Shaffer received the award during Pennsylvania Farm Bureau's 65TH Annual Meeting in Hershey. Shaffer becomes only the 13th recipient of the award in the 65-year history of Pennsylvania Farm Bureau. Former Pennsylvania Governor Richard "Dick" Thornburgh received the first award in 1983. The last Barnraiser awards were handed out in 2009, when former Penn State College of Agricultural Sciences Dean Robert Steele and former state Agriculture Secretary Dennis Wolff received the honors.

"This is truly an honor when you consider all the great people who have been recognized with this award. I'm humbled to be part of that group, but I must emphasize that much of my success is directly related to the efforts and support of Farm Bureau members, who worked with me to achieve our goals over the years," Shaffer said.

Shaffer served as Pennsylvania Farm Bureau's President for 10 years, and also served as Vice President for 10 years

(continued on page 25)

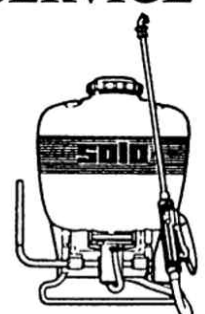
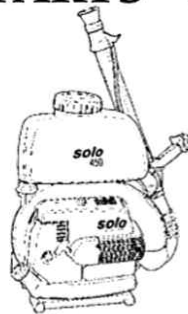
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## NEWS

**State News Briefs** (continued from page 11)

prior. Shaffer's Farm Bureau leadership started at the local level, where he served various roles with Columbia County Farm Bureau. He continues to operate a farm in his hometown of Mifflinville, where he grows corn, soybeans and wheat on 1,800 acres. He formerly grow processing snap beans and carrots.

Shaffer cites the landmark ACRE Law as his greatest accomplishment as president of the state's largest farm organization. The law created a process by which the state Attorney General's office would review enacted or proposed local agriculture ordinances to make sure they were in compliance with state law. It also provided the Attorney General the discretion to bring legal action against a local government in Commonwealth Court to invalidate the enforcement of an unauthorized local ordinance.

*From the Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, December 2015.*

**Northumberland County Couple Honored with Local Affairs Award**

Bill and Mollie Geise, tireless advocates for Farm Bureau, have received the Distinguished Local Affairs Leader Award from Pennsylvania Farm Bureau. The couple who owned a farm for more than 60 years in Northumberland County and were PVGA members, were recognized for the significant contributions they made to Farm Bureau at the local level. The Geises received their award during PFB's 65th Annual Meeting in Hershey.

The Geises owned a crop and hog farm outside the borough of Northumberland and eventually opened a popular sweet corn stand along Route 11. They also spent countless hours promoting Farm Bureau, gaining new members and volunteering in their local community.

Bill Geise served on Pennsylvania Farm Bureau's State Board of Directors for eight years and served as president of Northumberland County Farm Bureau for a number of years. He also contributed his time to a number of Farm Bureau committees at the state and local level.

"We are so glad for the acquaintances and friendships we have made through the years," he said. "We have enjoyed it."

Bill Geise was dedicated to serving his local community by helping townships start agriculture security areas—a crucial first step in making farmland preservation a reality—and was a charter member and key proponent of starting a local fire company. Bill Geise continues to serve as chairman of the Northumberland County Agriculture Preservation Board. Mollie Geise also dedicated her time and efforts to Farm Bureau, serving as the county information director, newsletter editor, board secretary and a member of the Women's Leadership Committee. She served as secretary and newsletter editor for more than 30 years.

PFB President Rick Ebert said the Geises showed their love of Farm Bureau throughout their lives.

"Bill and Mollie have done an outstanding job representing agriculture and Northumberland County farmers. They truly are a farm couple that has been involved in the community, working to improve the quality of life for farmers and the general public," he said. "They also have a love of farming that has been cultivated over decades of working with animals and the land and are deserving of this prestigious award."

*From the Pennsylvania Agricultural Alliance Issues Update, Penna. Farm Bureau, December 2015.*

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## VEGETABLE PRODUCTION

## Producing Lettuce Year-Round

Lee Young

Dr. Lewis Jett, West Virginia University, recently gave a talk at the Western Pennsylvania Vegetable and Small Fruit Seminar on the topic of four-season head lettuce production. Dr. Jett has been researching how growers in West Virginia can produce top-quality bibb- and romaine-type head lettuces during spring, summer, fall and winter using high tunnels and other protected growing practices. Dr. Jett's findings and recommendations, summarized in this article, should be applicable for many growers in Pennsylvania.



*Compared to leaf or mesclun-types of lettuce, head lettuce takes less labor to grow, has a longer shelf life, and lower food safety risk.*

### Why Grow Head Lettuce Year Round in High Tunnels?

Consumers continue to seek out locally grown produce, in winter just as in summer. Producing head lettuce throughout the year can help meet that market demand, and allow growers to maximize production and income from their high tunnels. New cultivars of lettuce with good heat and cold tolerance, as well as ease of harvest, are now available to help growers who wish to produce lettuce year round.

By "head lettuce", we are definitely not referring to iceberg lettuce! Rather, head lettuce refers to several types of lettuce that are grown to full size, and harvested one time as a single head of leaves. This is in contrast to mesclun or baby lettuces which are grown in a solid "lawn" and harvested as individual small leaves, once or multiple times. Dr. Jett's research shows that bibb, romaine and Batavia types of lettuce are good choices for year-round production and marketing because they are popular with consumers and perform well under our growing conditions.

### Production Steps

Based on several years of research at multiple locations, Dr. Jett's recommendations are as follows.

**Transplant, don't direct seed** - Transplants allow for earlier and more uniform harvest compared to direct seeding. Pelletized seed is easier to handle and more uniform than non-pelletized. Use 96 or 128 cell trays for best results. The optimum temperature for transplant growth is 65-75 degrees F; at this temperature range, transplants will be ready in approximately 28 days. Fertilize seedlings in the flats weekly using a 200 ppm nitrogen solution.

**Stagger plantings for continuous harvest** - From March 1 through October 1 (or later if weather allows), stagger plantings by 10-14 days. Note that later plantings will grow more slowly in the fall months, and very slowly through December and January. The days from transplanting to harvest will range from 50-75 days, with length of time increasing in colder months. Crops for winter harvest should be planted before November so that most of their growth is completed before the coldest months.

**Spacing** - Optimal spacing for bibb lettuce is 6-8 inches within the row and 8-12 inches between rows. For romaine, use 12 inches within and between rows.

**Mulch and drip irrigation** - To help modulate soil temperatures through the year, use black plastic mulch for early spring, fall and winter lettuce crops, and white or reflective mulch for summer crops. Watering is best done through a standard drip irrigation system using a medium flow tape, 2-3 lines per bed. Generally, irrigation is not needed in the coldest months.

**pH and fertilizer applications** - The optimal soil pH for lettuce production is 6.5-6.8. Potassium and phosphorus fertilizers should be applied before planting, following soil test recommendations. Apply approximately one pound of nitrogen per 1,000 square feet prior to planting, then apply 0.5 lbs N/1000 square feet as split applications through the drip system over the 4-6 weeks of crop growth.

### Temperature Management

Managing the temperature in the high tunnel is key to successful year round production. The optimum growing temperature range for lettuce is 65-75 degrees F. Most cultivars will grow if the temperature is above 40 degrees. Above 85 degrees, bolting and tipburn can develop, but much less so in heat-tolerant cultivars. High temperatures in summer can be managed by venting and the use of shade cloth (47-50% shade). Row covers, supported by hoops, should be used when temperatures fall below 40 degrees. One layer of 0.8-1.0 oz row cover is recommended for temperatures down to 30 degrees. Two layers will protect the crop down to 20 degrees, and three layers are needed below 20 degrees. Row covers should be removed in the morning, temperatures permitting, and replaced three hours before sunset. Avoid keeping the lettuce under the row cover for extended periods of time or tipburn may develop.

### Cultivar Selection

Extensive trials were conducted to determine the most productive cultivars for different seasons. Dr. Jett recommends the following cultivars for high tunnel lettuce production. Batavia cultivars, also called "summer crisp", resemble bibb types, and are noted for their heat tolerance. Salanova(R) lettuce cultivars are a recent introduction, and have a unique head structure. When cut just above the growing point of the crown, these lettuces fall apart into numerous small, ready-to-eat leaves resembling mesclun or baby lettuce.

**Romaine:** Green Forest, Green Towers (summer only), Salvius, Monte Carlo, Jericho (summer only).

**Green Bibb and Batavia:** Green: Nancy, Buttercrunch, Rex, Nevada, Sierra, Margarita, and Dancine.

**Red Bibb:** Sangria, Skyphos, MultiRed.

**Salanova®:** Green Sweet Crunch

(continued on page 25)



## VEGETABLE PRODUCTION

## 2015 Cucumber Variety Trial

M. Orzolek, T. Butzler and G. Ritchey

Production system: raised beds with black plastic mulch and drip irrigation tape 1.5 to 2 inches deep beneath soil surface.

Design: Randomized Complete Block with 3 replications.

Plot size: 6 plants/variety/rep.

Planting date: May 7, 2015

Reseeding date: May 18, 2015 – due to seedling damage from 33°F night.

June 4, 2015: Foliar application to all cucumber seedlings of BioForge @ 1 pt/A + Stimulate YE @ 1 pt/A because of slow cucumber seedling growth and non-typical leaf shapes.

Harvest: Three times weekly starting July 6, 2015 and ending August 7, 2015.

Variety	Source	Type
Corinto F-1	Johnny's	Slicer
Superior F-1	US Agriseeds	Slicer
Navajo F-1	US Agriseeds	Slicer
Senor F-1	US Agriseeds	Slicer
US ACX 10428-F-1	US Agriseeds	Beta Alpha
Perseus F-1	US Agriseeds	Beta Alpha
Pick A Bushel	Seeds by Design	Slicer/pickle
GVS 609 F-1	Golden Valley	Slicer
Centella	Harris Seeds	Slicer
Cobra F-1	US Agriseeds	Slicer
USACX 10429 F-1	US Agriseeds	Slicer
USACR 0136 F-1	US Agriseeds	Beta Alpha
Tendergreen Burpless	Seeds by Design	Slicer
Diamondback	Seedway	Slicer
Python	Seedway	Slicer
Mercury	Seedway	Beta Alpha

Table 1. The marketable yield of cucumber varieties grown at the Pennsylvania State University, Horticulture Research Farm, Rock Springs, PA – 2015

Variety	Total Fruit Number	Total Fruit Wt. lbs	Avg. Fruit Wt. oz	Avg # Fruit per plant
<b>Replicated</b>				
Corinto F-1	84	30.8	5.9	21
Superior F-1	137	52.0	6.1	26
Navajo F-1	78	30.5	6.3	18
Senor F-1	133	50.5	6.1	28
US ACX 10429-F-1	98	37.4	6.1	16
Perseus F-1	80	29.2	5.8	14
Pick A Bushel	143	31.3	3.5	24
Centella	102	37.6	5.9	19
Cobra F-1	89	32.2	5.8	19
Tendgreen Burpless	85	30.9	5.9	15
Diamondback	88	28.7	5.2	17
Python	106	37.0	5.6	18
Mercury	126	42.0	5.3	25
<b>Observational</b>				
GVS 609 F-1	161	46.9	4.7	54
USACR 0136 F-1	97	28.6	4.7	49
ACX 10428	93	43.4	7.5	31

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## Producing Lettuce... (continued from page 24)

## Pests

A number of pests were observed in high tunnel lettuce trials, including aphids, grasshoppers, sclerotinia drop, and rodent damage. Control measures include good sanitation, insect exclusion screening, trapping, and biocontrols. Detailed recommendations can be found in the NYS IPM Production Guide for Organic Lettuce (see below).

## Profitability

An analysis of production costs and revenue was conducted to determine the profitability of head lettuce production in a high tunnel. Based on a crop size of 1782 heads, sold at \$2/head, net revenues were \$2.58 per square foot of high tunnel space. Considering that one high tunnel can produce multiple crops in a single year, this compares very favorably with other high tunnel crops.

## References and Resources:

- Jett, Lewis W. 2015. Four-Season Head Lettuce Production. **Mid-Atlantic Fruit and Vegetable Convention Proceedings**, PVGA, Hershey, PA.
- Jett, Lewis W. 2012. *Evaluating Extended Season Lettuce Production in West Virginia*. Midwest Vegetable Trial Report, 2012.
- NYS IPM. 2012. **Production Guide for Organic Lettuce**. Cornell University Cooperative Extension and NYS Department of Agriculture and Markets.
- Ms. Stivers is with Penn State Extension in Washington Co. From the **Vegetable, Small Fruit and Mushroom Production News**, Penn State Extension, [extension.psu.edu/vegetable-fruit/news](http://extension.psu.edu/vegetable-fruit/news), December 1, 2015.

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## BERRY PRODUCTION

## Matted-Row Strawberry Variety Trial Results

Kathleen Demchak

It's the time of year when many growers are figuring out what varieties to include in their strawberry orders. For an impartial view of the performance of some of the newer cultivars, here are the first harvest year results from a matted-row trial at the Penn State Horticulture Research Farm at Rock Springs.



'Malwina' strawberry plant - bred in Germany. Photo: Kathleen Demchak

The experiment was established in 2014 and included 9 cultivars, including 'Earliglow' and 'Jewel' as standards for comparison, 4 advanced selections from the breeding program at Cornell and 3 advanced selections from the breeding program at Rutgers. Some of the varieties/selections were bred for plasticulture, but given the way they produced runners on plastic, we decided to try them out in matted row production also. Rows were on 4' centers, and plants were originally planted 2' apart.

The harvest season was fairly wet, and it seemed like the foliage almost never completely dried out. This was especially problematic with a couple of the very vigorous cultivars, and is reflected in the high percentage of fruit loss to gray mold that they had. We also had a hot spell in the middle of June, which likely spurred on some fruit anthracnose development, which was problematic for other cultivars. I guess the good part in all of this was that it turned out to be a good year for testing disease susceptibilities. No fungicides or insecticides were sprayed during harvest, and only one insecticide application was made during the summer primarily for Japanese beetle foliar feeding.

### Summary of the Characteristics of Each Variety

#### Standards

'Earliglow' and 'Jewel' performed as expected – yields were good, flavor was good, and other than Jewel having more common leaf spot than most of the other plants, they had no particular disease susceptibilities. For comparison with the rest of the cultivars, total yield was 8004 lb/a for 'Earliglow', and 12,745 lb/a for 'Jewel'. With 'Earliglow', 53% of the fruit was marketable, with gray mold and some tarnished plant bug damage being the primary reasons for unmarketable fruit. For 'Jewel', 63% of the harvest was marketable, with gray mold being the primary reason for unmarketable fruit. Mean berry weight was 10.0 g/berry for 'Earliglow', and 11.3 g/berry for 'Jewel'.

#### Order of Ripening

This was a little difficult to sort out this year, as almost everything started to ripen at once. 'Earliglow' was the first variety to ripen, with 'Jewel' less than a week behind (!).

#### 'Galletta'

'Galletta', from the breeding program at NC State, was bred for plasticulture. It began ripening right after 'Earliglow', and wasn't great for matted row - at least, not the first year. Yields were low at 4711 lb/a, but this berry had the largest size of all of the named cultivars at 13.5 g/berry. Berry size for the first 3 harvests was over 20 g/berry, and berries were nicely firm with good flavor and color. It bounced back after renovation, running well and filling the beds in very nicely, so we'll see if the yields come up next year.

#### 'Laurel'

'Laurel', from AAFC-Nova Scotia, was also early. Total yield was high, at 10,379 lb/a, with 61% marketable fruit, and nice-sized berries averaging 11.0 g/berry. They were nearly twice this size for the first few harvests. The plants were very vigorous, and with our wet season, gray mold was the main reason for unmarketable fruit. Flavor was good, but not outstanding. Despite the vigor, the plants themselves were among the most disease resistant in the planting, with very little common leaf spot or leaf scorch. This is definitely one variety worth trying out.

#### 'Herriot'

'Herriot', from the breeding program at Cornell, apparently wasn't suited to our warmer conditions. The yield was on the low side (5767 lb/a total), and only 32% of the fruit was marketable due to a truly impressive susceptibility to fruit anthracnose. Berry size was good, however, at 12.8 g/berry. Next year we'll likely try spraying more and see what happens to anthracnose incidence.

#### 'Sonata'

'Sonata' was one of the top yielders, though it definitely was more productive when we had it in plasticulture. Yields were similar to those from 'Jewel', at 12,434 lb/a, with 56% of the fruit marketable, and an average berry size of 10.5 g/berry. It had very little trouble with foliar diseases, but because of vigorous foliage, gray mold was problematic on the fruit. Flavor was decent.

#### 'Rubicon'

'Rubicon' plants were likewise extremely vigorous. Rubicon was bred from varieties that survived Jim LaMondia's and Richard Cowles' "death plots" that they used for black root rot research at the Conn. Ag. Expt. Station. Total yield was decent at 8244 lb/a, but the percentage marketable fruit was low at only 43%, primarily because the plants were so vigorous that the foliage never dried out so gray mold was problematic. The fruit also suffered a fair amount of damage from tarnished plant bugs. Berries were nice-sized (10.9 g on average), but they were light in color and on the tart side. The light color might come from one of its parents, 'Idea', which some of you may remember from a little over a decade ago.

#### 'Mayflower'

'Mayflower' total yields were average at 7846 lb/a, but this cultivar had a higher percentage of marketable fruit (62%) than most. 'Mayflower' was somewhat susceptible to fruit anthracnose and tarnished plant bugs, perhaps because of its late harvest season when tarnished plant bug populations were higher,

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## BERRY PRODUCTION

## CLASSIFIEDS

**Matted-Row Strawberry...***(continued from page 26)*

and berries were on the smaller side averaging 10.5 g/berry. 'Mayflower' was quite late, but its main characteristic of note was unusual flavor which different people described as "spicey", "floral", or "tangy" and usually "needs sugar". The berries were pretty with large caps, but the variety's susceptibility to leaf scorch often resulted in lesions on the caps.

**'Malwina'**

'Malwina', from Germany, is later than any other strawberry I've ever seen. We picked our first ripe fruit on June 22, and we stopped harvesting it on July 15 so we could renovate the plots. At that point, its fruit was just trickling in. It produced very few runners, so the beds were not very well filled in, resulting in low total yields of 4353 lb/a. Fruit size averaged 10.5 g/berry, and 62% of the fruit was marketable. Fruit losses were due primarily to fruit anthracnose and tarnished plant bug injury, again likely prevalent because of the late harvest season.

**Cornell advanced selections**

Among the 4 Cornell advanced selections, one produced extremely high yields of 14,579 lb/a with large fruit averaging 11.9 g/berry. The percentage of fruit harvested that was marketable was low, however (53%) because of significant susceptibility to fruit anthracnose, similar to the degree experienced with 'Herriot', and also gray mold. Another selection was extremely vigorous with very good yield (11,250 lb/a) but had small berries (10.1 g – similar to 'Earliglow'). Two others were lower in yields and percent marketable fruit due to gray mold susceptibility.

**Rutgers advanced selections**

The 3 Rutgers advanced selections got everyone's attention for an assortment of reasons. These cultivars were developed for use in the plasticulture system with flavor being the primary breeding objective. Plants were very small when planted and had difficulty becoming established, so I'll want to see how they do in their second harvest year. All had very good flavor, except for one brief spell when flavors became a little "off".

One selection in particular was very vigorous, produced decent yields despite the slow start, and after renovation was in second place for runner production of all 16 cultivars or selections. The most interesting characteristic of this selection was its very unusual long narrow shape, so it might take some creative marketing to encourage consumer acceptance, or perhaps people will just need to sample the berries. The two other selections had lower yields, but very good flavor. All 3 of these selections were included in a plasticulture variety trial at the SE Research and Extension Center. We'll discuss the results from that trial next month.

The disclaimer is that varieties perform differently in different locations. It's still always worth trying out at least a few plants of each variety on your own farm.

**Thanks to Retha Sellmer, Steve Gleason, and our summer students for assistance with planting care, harvest, and data collection and analysis and to the Pennsylvania Vegetable Growers Association for funding this trial!**

*Ms. Demchak is with the Department of Plant Science at Penn State University. From the **Vegetable, Small Fruit and Mushroom Production News**, Penn State Extension, [extension.psu.edu/vegetable-fruit/news](http://extension.psu.edu/vegetable-fruit/news), December 3, 2015.*

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08

## VEGETABLE PRODUCTION

**2015 Cucumber...** *(continued from page 23)*

**Comments** - Because of cool, wet spring, seeded cucumbers emerged very slowly with some incomplete plant stands. As the growing season became warmer, cucumber plants of most varieties grew vigorously and produced flowers and fruits. Senor displayed very vigorous plant growth and developed into the largest vine of all the varieties evaluated. ACX 10429 produced nice, straight fruit throughout the harvesting season. Maturity of varieties based on initial harvest date was; July 6 – Pick-A-Bushel, July 8 – Superior and Senor, July 10 – Mercury, Centella, Cobra and USACR 0136, - July 13 – Perseus, Python, Tendergreen Burpless, Diamondback, ACX 10429 and GVS 609, July 15 – Corinto, Navajo. The latest variety to be initially harvested on July 17 was USL 2726. There was very little powdery or downy mildew pressure during the growing season in the field on the cucumbers. The most productive Beta Alpha type cucumber variety was Mercury. For the standard cucumber type, both Superior and Senor were the most productive varieties.

*The authors are with the Department of Plant Science at Penn State University and Penn State Extension.*

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